

# **Bottled Water in Georgia**

December 2023

**Table of Contents** 

# Bottled Water in Georgia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Increased on-the-go consumption IDS Borjomi continues to hold on to strong lead, despite recent turmoil Carbonated bottled water registers highest volume growth

# PROSPECTS AND OPPORTUNITIES

Moderate volume growth over forecast period Players look for ways to stand out Growth potential for bottled water with added functionality

#### CATEGORY DATA

Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023
Table 2 - Off-trade Sales of Bottled Water by Category: Value 2018-2023
Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2023
Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
Table 10 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
Table 12 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

# Soft Drinks in Georgia - Industry Overview

# EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for soft drinks?

## MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023 Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023 Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023 Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023 Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023 Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023 Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023 Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023 Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023 Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023 Table 23 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2018-2023 Table 24 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2018-2023 Table 25 - Sales of Soft Drinks by Category: % Value Growth 2018-2023 Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023 Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023 Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023 Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 37 - Forecast Off-trade Soft Drinks (RTD) by Category: % Volume 2023-2028
Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: % Volume Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: % Volume Growth 2023-2028
Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 41 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 42 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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# SOURCES

Summary 1 - Research Sources

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