

Sugar Confectionery in Georgia

Market Direction | 2022-09-12 | 19 pages | Euromonitor

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Report description:

Sugar confectionery continued to be the category least affected by the COVID-19 pandemic in comparison with chocolate, being a more affordable indulgence. Even the most impulsive categories such as lollipops and mints which both posted negative volume growth in 2020 and 2021, made a recovery in 2022. Increased footfall in retail stores is the main reason for the improvement since sugar confectionery is frequently an impulse purchase. Boiled sweets, toffees, caramels and nougat were the most robu...

Euromonitor International's Sugar Confectionery in Georgia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sugar Confectionery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Sugar Confectionery in Georgia
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List Of Contents And Tables

SUGAR CONFECTIONERY IN GEORGIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar confectionery least affected by the pandemic

Parents desire to reduce sugar is weighing on purchasing decision

Barambo extends lead in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Georgians seek affordable sugar confectionery

Product development is key to drive category

Modern retailers set to drive packaged sugar confectionery

CATEGORY DATA

Table 1 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 2 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 3 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Table 4 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

Table 5 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 6 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 7 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 8 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 9 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 10 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 11 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SNACKS IN GEORGIA

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2017-2022

Table 14 Sales of Snacks by Category: Value 2017-2022

Table 15 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 16 Sales of Snacks by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Snacks: % Value 2018-2022

Table 18 LBN Brand Shares of Snacks: % Value 2019-2022

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Table 19 Penetration of Private Label by Category: % Value 2017-2022

Table 20 Distribution of Snacks by Format: % Value 2017-2022

Table 21 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 22 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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