

Sweet Biscuits, Snack Bars and Fruit Snacks in Georgia

Market Direction | 2022-09-12 | 24 pages | Euromonitor

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Report description:

Having weathered the impact of COVID-19 better than most categories in 2020, sweet biscuits has posted solid growth in retail volume and current value terms in 2021 and 2022. A key contributor to the category's resilience is the consumer shift from unpackaged to packaged products, which are commonly sold in the modern trade channel, alongside a surge in at-home consumption. However, unpackaged products are widely available at low prices since these products are seen as an affordable indulgence b...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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