

Butter and Spreads in Georgia

Market Direction | 2022-09-29 | 18 pages | Euromonitor

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Report description:

Butter remained the largest and most dynamic category in butter and spreads in 2022 as the category continued to benefit from two major trends influencing sales of dairy in Georgia: the high popularity of home cooking and baking since the onset of the COVID-19 pandemic; and the perception among consumers that butter is a healthy product that is a good source of dairy proteins. Recent years have seen butter demonstrate positive sales dynamics, especially in retail volume terms, as the COVID-19 pa...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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