

Drinking Milk Products in Georgia

Market Direction | 2022-09-29 | 20 pages | Euromonitor

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Report description:

Cow's milk remains by far the largest category of drinking milk products in Georgia and indeed it is also the largest category of dairy overall in retail volume terms. This is an indication of the ubiquity of cow's milk in the everyday diets of most Georgian people and this also underpinned further positive growth for cow's milk in 2022, although growth is slow due to maturity of demand. In addition, slower growth in 2022 can be seen as the natural reaction to the spike seen in demand for drinki...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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