

## **Breakfast Cereals in Georgia**

Market Direction | 2022-11-23 | 19 pages | Euromonitor

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### **Report description:**

2022 saw a significant slowdown in sales growth in breakfast cereals in Georgia as the lifestyles of local consumers returned to pre-pandemic routines. Breakfast cereals benefited from the strict approach taken to social distancing in home seclusion in the country at the peak of the COVID-19 pandemic during 2020 and 2021, which meant that more people were eating breakfast at home, not least due to the major shift towards working from home that was seen among the country's white-collar profession...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- \* Get a detailed picture of the Breakfast Cereals 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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## Table of Contents:

Breakfast Cereals in Georgia  
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November 2022

### List Of Contents And Tables

#### BREAKFAST CEREALS IN GEORGIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Slower sales growth for breakfast cereals as consumers return to pre-pandemic routines

Rising prices present challenges to breakfast cereals as consumers look to economise

International players remain in the leading positions in breakfast cereals

##### PROSPECTS AND OPPORTUNITIES

A positive performance ahead as demand for healthier products continues to rise

Explicit promotion of health and wellness credentials unlikely to come to the fore just yet

A more diverse range of products set to support the performance of hot cereals

##### CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 2 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 7 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

#### STAPLE FOODS IN GEORGIA

##### EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

##### MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2017-2022

Table 13 Sales of Staple Foods by Category: Value 2017-2022

Table 14 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 15 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 17 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Staple Foods by Format: % Value 2017-2022

Table 20 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 21 □Forecast Sales of Staple Foods by Category: Value 2022-2027

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Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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