

Processed Fruit and Vegetables in Georgia

Market Direction | 2022-11-23 | 20 pages | Euromonitor

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Report description:

Shelf stable fruit and vegetables remained by far the largest category of processed fruit and vegetables in volume terms in 2022, heavily dominating sales and accounting for most of these products present on retail shelves. Moreover, shelf stable fruit and vegetables continued to register positive volume growth during the year and this was mainly due to rising demand for convenience, mainly in terms of storage due to the non-perishable status of these products and their long shelf life. In addit...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Shelf stable fruit and vegetables continues to account for the bulk of category sales
Positive growth for frozen categories as consumers demand greater convenience
Local and international players battle it out for supremacy in processed fruit and vegetables

PROSPECTS AND OPPORTUNITIES

Positive sales growth ahead due to rising demand for convenience
The development of cold chain distribution set to influence the category
New products unlikely to appear as innovation remains a low priority for category players

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