

## **Ice Cream in Georgia**

Market Direction | 2022-09-12 | 18 pages | Euromonitor

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### **Report description:**

2022 continues to be a year of recovery and positive momentum for both impulse ice cream and take-home ice cream. Impulse purchases have been spurred by the end of mandatory mask-wearing and the recovery of inbound tourism contributing to an improvement in single portion ice cream and bulk dairy ice cream sales. Foodservice channels have also witnessed a noticeable improvement in this regard. Ice cream suffered significant volume sales losses in 2020 due to COVID-19 measures, but recovery began...

Euromonitor International's Ice Cream 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 Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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