

Snacks in Georgia

Market Direction | 2023-06-29 | 62 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Snacks in Georgia is facing ongoing challenges in 2023 caused by external influences, including the war in Ukraine, higher production costs and rising inflation. Multiple categories have seen rising unit prices, with manufacturers leveraging discounts and promotional support to maintain sales volumes. In snacks overall, retail volume growth is expected to be lower in 2023, compared to 2022, as consumers cut back on consumption. Nevertheless, the arrival of Russians and short-term tourist visitor...

Euromonitor International's Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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 reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Snacks in Georgia
Euromonitor International
June 2023

List Of Contents And Tables

SNACKS IN GEORGIA

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Snacks by Format: % Value 2018-2023

Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressure leads to price increases

Tourism recovery and migrant flows boost chocolate consumption

International heavyweights focus on core brands

PROSPECTS AND OPPORTUNITIES

Positive growth period ahead as players adapt to ongoing economic challenges

Countlines and tablets to remain most popular choice

Modern channel to expand in rural areas

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gum category begins to make a recovery

Better trading conditions spur promotional activity and product launches

Major players see a resolution to the 2022 supply chain disruptions

PROSPECTS AND OPPORTUNITIES

Category growth dependent on heavier marketing investment

E-commerce gum sales to remain limited

Bubble gum category to lose share to chewing gum

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2018-2023

Table 26 Sales of Gum by Category: Value 2018-2023

Table 27 Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 Sales of Gum by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Gum: % Value 2019-2023

Table 30 LBN Brand Shares of Gum: % Value 2020-2023

Table 31 Distribution of Gum by Format: % Value 2018-2023

Table 32 Forecast Sales of Gum by Category: Volume 2023-2028

Table 33 Forecast Sales of Gum by Category: Value 2023-2028

Table 34 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar confectionery remains resilient in face of price rises

Pre-packaged options gain popularity

Competition remains fierce in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Sugar confectionery to enjoy solid growth as firm favourite in Georgia

Product development is key to growth momentum

Health concerns among younger generations and parents may stifle growth

CATEGORY DATA

Table 36 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 37 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 38 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 40 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 41 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 42 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 43 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 44 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 45 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 46 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience trend and at-home consumption drives solid volume growth

Lack of innovation limits overall category potential

Leading players secure positions in fragmented category

PROSPECTS AND OPPORTUNITIES

Robust performance in sweet biscuits, snack bars and fruit snacks

Convenience and health positioning to bring snack bars to the fore

Sweet biscuits to remain fragmented, yet competitive category

CATEGORY DATA

Table 48 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 53 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 54 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 55 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 56 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 57 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 58 □NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 59 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 60 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 61 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 62 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 63 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 64 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ice cream sales enjoy robust, but slower performance

Dairy ice cream is preferred option among Georgians

Local players lead the ice cream category

PROSPECTS AND OPPORTUNITIES

Mature category will cater to more sophisticated tastes

Modern channel to take a bigger scoop of ice cream sales

Healthier options to remain a niche

CATEGORY DATA

Table 68 Sales of Ice Cream by Category: Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 69 Sales of Ice Cream by Category: Value 2018-2023

Table 70 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 71 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 73 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 74 Distribution of Ice Cream by Format: % Value 2018-2023

Table 75 Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 76 Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 77 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 78 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

External challenges pose a lesser threat to savoury snacks category in 2023

Salty snacks remain a firm favourite

PepsiCo Inc retains strong leadership of savoury snacks

PROSPECTS AND OPPORTUNITIES

Robust growth prospects for savoury snacks

Competition set to intensify in potato chips as smaller players and private label up their game

Health and wellness to remain an emerging trend

CATEGORY DATA

Table 79 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 80 Sales of Savoury Snacks by Category: Value 2018-2023

Table 81 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 82 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 83 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 84 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 85 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 86 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 87 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 88 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 89 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

Snacks in Georgia

Market Direction | 2023-06-29 | 62 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com