

Snacks in Georgia

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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.

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