

## **Dairy Products and Alternatives in Georgia**

Market Direction | 2023-09-26 | 59 pages | Euromonitor

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### **Report description:**

Dairy products and alternatives is expected to register healthy current value growth and more moderate volume growth. Continuing economic uncertainty as a result of Russia's invasion of Ukraine and high inflation is continuing to have an effect and consumers are expected to be highly price sensitive and prioritise value for money. Players are responding by offering discounts in the range of 30-40% and also offering promotions such as buy two, and get one free. These initiatives ensure that consu...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

### **Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives 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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#### PROSPECTS AND OPPORTUNITIES

Limited growth over forecast period

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