

## **Yoghurt and Sour Milk Products in Georgia**

Market Direction | 2023-09-26 | 16 pages | Euromonitor

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### **Report description:**

Sour milk products continues to account for the highest proportion of sales in yoghurt and sour milk products, with volume sales roughly four times higher than yoghurt and value sales nearly 2.5 times higher. The dominant position of sour milk products can be attributed mainly to the long tradition of consuming such products in Georgia, with the traditional matsoni sour milk seen as an essential part of the daily lives of very many local people.

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

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

- \* Get a detailed picture of the Yoghurt and Sour Milk Products 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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