

## **Breakfast Cereals in Georgia**

Market Direction | 2023-11-24 | 17 pages | Euromonitor

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### **Report description:**

In 2023, breakfast cereals has maintained steady volume growth, aided by some moderation in unit prices. The category's enduring strength continues to stem from the prevailing convenience trend, as modern consumers place a premium on the ease and swiftness of preparing breakfast cereals. The accelerating pace of life in Tbilisi, Batumi and other major urban areas and the adoption of the global trend towards snacking more often has supported demand for breakfast cereals as many busy consumers are...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

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

- \* Get a detailed picture of the Breakfast Cereals 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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Euromonitor International  
November 2023

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