

## **Sugar Confectionery in Georgia**

Market Direction | 2024-07-09 | 18 pages | Euromonitor

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### **Report description:**

Sugar confectionery in Georgia continues to enjoy solid retail volume growth in 2024, supported by steady demand for these traditional products. However, the pace of grow is slowing slightly due to high unit prices, which is dampening demand to a degree. These types of sugary snacks are considered an affordable treat both for youngsters and adults in Georgia. Pastilles, gummies, jellies and chews, and toffees, caramels and nougat accounted for the majority of volume sales.

Euromonitor International's Sugar Confectionery 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

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

- \* Get a detailed picture of the Sugar Confectionery 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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