

## **Butter and Spreads in Georgia**

Market Direction | 2024-08-06 | 16 pages | Euromonitor

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### **Report description:**

Butter prices in Georgia have continued their upward trajectory through 2023 and 2024, driven by various economic factors. In response to these increasing prices, companies have been offering substantial discounts, with reductions reaching up to 40% in 2023, a strategy they intend to maintain until the end of 2024. Despite the price hikes, butter remains a staple in Georgian cuisine, deeply ingrained as a traditional dairy product. This cultural affinity for butter helps sustain its demand even...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- \* Get a detailed picture of the Butter and Spreads 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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