

## **Cheese in Georgia**

Market Direction | 2024-08-06 | 17 pages | Euromonitor

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### **Report description:**

In 2024, cheese in Georgia, primarily dominated by traditional soft cheese varieties like sulguni, Imeretian cheese, tenili, and chechil, continued its upward trajectory. The enduring popularity of these traditional cheeses, integral to Georgian cuisine, has been bolstered by the growing trend towards snacking, especially with the increasing demand for convenient, packaged formats. Urbanisation and the introduction of branded products in modern retail channels have further expanded the category.

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

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

- \* Get a detailed picture of the Cheese 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
August 2024

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