

Drinking Milk Products in Georgia

Market Direction | 2024-08-06 | 18 pages | Euromonitor

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Report description:

In 2024, cow's milk continues to maintain positive dynamics, both in volume and value, solidifying its position as a major category within drinking milk products in Georgia. This consistent demand is driven by the integral role milk plays in Georgian dietary preferences and traditional cuisine. The widespread belief in the nutritional benefits of milk further cements its status as a staple in many households. The constant driver of this category, starting from 2023 and expected to last until the...

Euromonitor International's Drinking 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 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking 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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