

## **Yoghurt and Sour Milk Products in Georgia**

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

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### **Report description:**

Sour milk products, including traditional matsoni, maintain their dominance in yoghurt and sour milk products in Georgia in 2024, accounting for most of volume share. The enduring traditional appeal of matsoni, deeply rooted in Georgian culinary heritage, drives the category. The modernisation of the product, with the introduction of flavours like vanilla and reduced fat versions (such as 1% instead of the traditional 3.2%), further encourages consumption. Consequently, sour milk products contin...

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

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

- \* Get a detailed picture of the Yoghurt and Sour 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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reliable information resources to help drive informed strategic planning.

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