

## **Sweet Spreads in Georgia**

Market Direction | 2024-10-31 | 18 pages | Euromonitor

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### **Report description:**

Sweet spreads is expected to see current value growth in Georgia in 2024. Chocolate spreads, the largest subcategory, has continued to show positive growth in both volume and value terms during the year. The relatively low unit price growth and increasing discounts from players, especially the dynamic Milka brand, are the main drivers behind this trend. Despite the absence of new major brands entering the market in 2023/2024, some retail chains have been selling small quantities of imported prod...

Euromonitor International's Sweet 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
October 2024

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