

Baked Goods in Georgia

Market Direction | 2024-11-26 | 20 pages | Euromonitor

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Report description:

The stabilisation of price growth is positively impacting all baked goods categories in 2024. Georgia produces only small percentage of its own grain and flour, with the rest being imported, mostly from Russia. Russia introduced duties on grain exports in 2021, making it cheaper for Georgian food producers to import flour rather than grains. Consequently, Georgian manufacturers started to import flour instead of grains and flour mills in Georgia stopped production. In 2023, the Georgian governme...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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Euromonitor International
November 2024

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Rising popularity of convenient packaged cakes
Leading companies benefit from their longstanding presence and robust distribution networks

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