

Processed Meat, Seafood and Alternatives To Meat in Georgia

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

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Report description:

Processed meat and seafood continues to grow in both volume and value terms in 2024, with processed meat leading the market due to Georgia's strong meat-eating tradition. Items such as sausages and cervelat sausage remain popular staples, although rising food prices have made consumers more price-sensitive, driving demand for affordable options. Discounts have played a crucial role in maintaining growth in the year, making products more accessible. An expanding variety of processed meat options,...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- * Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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