

# Butter and Margarine in Georgia

<https://marketpublishers.com/r/B7F4E912775EN.html>

Date: September 2017

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: B7F4E912775EN

## Abstracts

The trust from Georgian consumers towards locally manufactured butter and margarine remained high at the end of the review period. In addition, the lower prices compared to imported alternatives strengthened sentiment towards Georgian brands. In 2016 and 2017, another factor was added; the devalued Georgian lari meant that local manufacturing was more in demand; and all of the mentioned factors helped to maintain the share of Georgian producers in butter and margarine in 2017.

Euromonitor International's Butter and Margarine in Georgia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Butter, Cooking Fats, Margarine and 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 Butter and Margarine 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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