

# Butter and Spreads in Georgia

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## Abstracts

Butter expected to register healthy current value growth, but minimal volume growth. Continuing economic uncertainty as a result of Russia's invasion of Ukraine and high inflation is continuing to have an effect and consumers are expected to be highly price sensitive and prioritise value for money. As a result, players support volume sales by offering promotions and discounts. Conversely, geopolitical tensions in the region has also led to a significant increase in the number of immigrants from...

Euromonitor International's Butter and 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 2018-2022, 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 directly informs our forecasts to 2027, clearly indicating how the market is expected 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 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.

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.

## Contents

Butter and Spreads in Georgia  
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September 2023

### **LIST OF CONTENTS AND TABLES**

**BUTTER AND SPREADS IN GEORGIA**  
**KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Minimal volume growth, as inflation continues to bite  
Big reshuffle as Valio sells Russian operation to Velcom Group  
Butter strongest performer

#### **PROSPECTS AND OPPORTUNITIES**

Butter remains strongest performer  
Georgian consumers remain traditional  
Cooking fats set to remain a niche product

#### **CATEGORY DATA**

Table 1 Sales of Butter and Spreads by Category: Volume 2018-2023  
Table 2 Sales of Butter and Spreads by Category: Value 2018-2023  
Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023  
Table 4 Sales of Butter and Spreads by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Butter and Spreads: % Value 2019-2023  
Table 6 LBN Brand Shares of Butter and Spreads: % Value 2020-2023  
Table 7 Distribution of Butter and Spreads by Format: % Value 2018-2023  
Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028  
Table 9 Forecast Sales of Butter and Spreads by Category: Value 2023-2028  
Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028  
Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

#### **DAIRY PRODUCTS AND ALTERNATIVES IN GEORGIA**

##### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture  
Key trends in 2023  
Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 Research Sources

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