

# Dairy Products and Alternatives in Georgia

<https://marketpublishers.com/r/DE08DB4BC518EN.html>

Date: September 2023

Pages: 59

Price: US\$ 2,100.00 (Single User License)

ID: DE08DB4BC518EN

## Abstracts

Dairy products and alternatives is expected to register healthy current value growth and more moderate 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. Players are responding by offering discounts in the range of 30-40% and also offering promotions such as buy two, and get one free. These initiatives ensure that consu...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives 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

Dairy Products and Alternatives in Georgia  
Euromonitor International  
September 2023

### LIST OF CONTENTS AND TABLES

#### 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 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 Penetration of Private Label by Category: % Value 2018-2023

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### BABY FOOD IN GEORGIA

##### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Falling birth rate and rising breastfeeding rates negatively impact milk formula in particular

Multinational players with international brands continue to dominate baby food sales

Dried baby food performs well

## PROSPECTS AND OPPORTUNITIES

Milk formula weakest performer

Prepared and dried baby food fare better than milk formula

Influence of pharmacies remains critical

## CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2018-2023

Table 10 Sales of Baby Food by Category: Value 2018-2023

Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Baby Food: % Value 2019-2023

Table 14 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 15 Distribution of Baby Food by Format: % Value 2018-2023

Table 16 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 17 Forecast Sales of Baby Food by Category: Value 2023-2028

Table 18 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 19 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

## 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 20 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 21 Sales of Butter and Spreads by Category: Value 2018-2023

Table 22 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 23 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 24 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 25 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 26 Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 27 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 28 Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 29 Forecast Sales of Butter and Spreads by Category: % Volume Growth

2023-2028

Table 30 Forecast Sales of Butter and Spreads by Category: % Value Growth

2023-2028

CHEESE IN GEORGIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Inflation dampens volume sales

Reshuffle as Finnish company Valio sells Russian operation to Velkom

Spreadable cheese strongest performer in 2023

**PROSPECTS AND OPPORTUNITIES**

Healthy outlook over forecast period

Fragmented competitive environment remains, despite efforts of global players

New flavours key differentiator over forecast period

**CATEGORY DATA**

Table 31 Sales of Cheese by Category: Volume 2018-2023

Table 32 Sales of Cheese by Category: Value 2018-2023

Table 33 Sales of Cheese by Category: % Volume Growth 2018-2023

Table 34 Sales of Cheese by Category: % Value Growth 2018-2023

Table 35 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023

Table 36 NBO Company Shares of Cheese: % Value 2019-2023

Table 37 LBN Brand Shares of Cheese: % Value 2020-2023

Table 38 Distribution of Cheese by Format: % Value 2018-2023

Table 39 Forecast Sales of Cheese by Category: Volume 2023-2028

Table 40 Forecast Sales of Cheese by Category: Value 2023-2028

Table 41 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028

Table 42 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

**DRINKING MILK PRODUCTS IN GEORGIA**

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Moderate volume growth, though degree of trading down

Competitive landscape unchanged

Private label fails to make traction, as consumers remain loyal to brands

**PROSPECTS AND OPPORTUNITIES**

Moderate outlook over forecast period

Focus on drinking milk aimed at children

Plant-based milks fail to gain traction

#### CATEGORY DATA

Table 43 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 44 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 45 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 46 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 48 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 49 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 50 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 51 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 52 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 53 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

#### YOGHURT AND SOUR MILK PRODUCTS IN GEORGIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sour milk products continue to account for most value and volume sales

Flavour key driver of differentiation in yoghurt

Global companies have significant foothold

#### PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period

Consumers remain traditional in their choices

Price continues to be key driver of value sales

#### CATEGORY DATA

Table 54 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 55 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 56 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 57 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 59 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 60 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 61 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 62 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 63 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 64 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

OTHER DAIRY IN GEORGIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Sour cream continues to account for most volume sales

Chilled desserts and snacks register healthy growth

Lactalis and PepsiCo continue to dominate

PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Price continues to be key driver of value sales

Opportunities lie in added-value proposals to reinvent the image of other dairy

CATEGORY DATA

Table 65 Sales of Other Dairy by Category: Volume 2018-2023

Table 66 Sales of Other Dairy by Category: Value 2018-2023

Table 67 Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 68 Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Other Dairy: % Value 2019-2023

Table 70 LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 71 Distribution of Other Dairy by Format: % Value 2018-2023

Table 72 Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 73 Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 74 Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 75 Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

PLANT-BASED DAIRY IN GEORGIA

## **2023 DEVELOPMENTS**

Value sales of plant-based dairy insignificant

PROSPECTS AND OPPORTUNITIES

Limited growth over forecast period



## I would like to order

Product name: Dairy Products and Alternatives in Georgia

Product link: <https://marketpublishers.com/r/DE08DB4BC518EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DE08DB4BC518EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970