

Ice Cream and Frozen Desserts in Georgia

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Abstracts

Impulse ice cream consumption in Georgia declined in 2020 due to the outbreak of COVID-19, which caused inbound tourism to collapse and resulted in Georgians spending much of the year confined to their homes. The category is expected to see a robust return to growth in retail volume sales in 2021 as local consumers start to venture outdoors more frequently in line with the anticipated easing of the pandemic. However, recovery will be subdued by the fact that the number of foreign tourists visiti...

Euromonitor International's Ice Cream and Frozen Desserts 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 2016-2020, 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 2025, clearly indicating how the market is expected to change.

Product coverage: Frozen Desserts, Ice Cream.

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

Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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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