

Oils and Fats in Georgia

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Abstracts

Oils and fats are heavily consumed in Georgia due to specific aspects of local cuisine and eating habits. The most popular product within the category is butter, which accounted for 70% of total oils and fats value sales in 2015. Butter consumption is high as the use of butter is deeply embedded in local cuisine. The most prevalent vegetable and seed oil in Georgia is sunflower oil. This is the most familiar oil to local consumers and also has a lower price compared with olive oil and other...

Euromonitor International's Oils and Fats 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine, Olive Oil, Spreadable Oils and Fats, Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Oils and Fats 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Oils and Fats by Category: Volume 2010-2015

Table 2 Sales of Oils and Fats by Category: Value 2010-2015

Table 3 Sales of Oils and Fats by Category: % Volume Growth 2010-2015

Table 4 Sales of Oils and Fats by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Oils and Fats: % Value 2011-2015

Table 6 LBN Brand Shares of Oils and Fats: % Value 2012-2015

Table 7 Distribution of Oils and Fats by Format: % Value 2010-2015

Table 8 Forecast Sales of Oils and Fats by Category: Volume 2015-2020

Table 9 Forecast Sales of Oils and Fats by Category: Value 2015-2020

Table 10 Forecast Sales of Oils and Fats by Category: % Volume Growth 2015-2020

Table 11 Forecast Sales of Oils and Fats by Category: % Value Growth 2015-2020

Nikora Jsc in Packaged Food (georgia)

Strategic Direction

Key Facts

Summary 1 Nikora JSC: Key Facts

Competitive Positioning

Summary 2 Nikora JSC: Competitive Position 2015

Executive Summary

Packaged Food Shows Steady Growth

Georgian Consumers Leaning Towards Packaged and Branded Products

Georgian Companies Take Leadership

Georgian Consumers Opt for More Convenient Shopping

Growth of Packaged Food Expected To Slow Over Forecast Period

Foodservice: Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 16 Sales of Packaged Food by Category: Volume 2010-2015

Table 17 Sales of Packaged Food by Category: Value 2010-2015

Table 18 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 19 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 20 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 21 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 22 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 23 Penetration of Private Label by Category: % Value 2010-2015

Table 24 Distribution of Packaged Food by Format: % Value 2010-2015

Table 25 Distribution of Packaged Food by Format and Category: % Value 2015

Table 26 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 27 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 28 Forecast Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 29 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 3 Research Sources

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