

# **Breakfast Cereals in Georgia**

November 2024

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#### Breakfast Cereals in Georgia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Convenience trend and slower increase in unit prices support growth in 2024 Flavour and shape variety important in children's breakfast cereals Breakfast cereals remains dominated by international players in 2024

#### PROSPECTS AND OPPORTUNITIES

Adoption of healthier lifestyles will drive future growth Positive impact of rising product awareness, innovation and convenience trend Expansion of modern retailing will be a key growth driver

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