

Breakfast Cereals in Georgia

November 2024

Table of Contents

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

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2019-2024Table 2 - Sales of Breakfast Cereals by Category: Value 2019-2024Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024Table 7 - Distribution of Breakfast Cereals by Category: Volume 2019-2024Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Staple Foods in Georgia - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture Key trends in 2024 Competitive Landscape Channel developments What next for staple foods?

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2019-2024Table 13 - Sales of Staple Foods by Category: Value 2019-2024Table 14 - Sales of Staple Foods by Category: % Volume Growth 2019-2024Table 15 - Sales of Staple Foods by Category: % Value Growth 2019-2024Table 16 - NBO Company Shares of Staple Foods: % Value 2020-2024Table 17 - LBN Brand Shares of Staple Foods: % Value 2021-2024Table 18 - Penetration of Private Label by Category: % Value 2020-2024Table 19 - Distribution of Staple Foods by Format: % Value 2019-2024Table 20 - Forecast Sales of Staple Foods by Category: Volume 2024-2029Table 21 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029Table 22 - Forecast Sales of Staple Foods by Category: % Value 2024-2029Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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