



Euromonitor
International

Gum in Georgia

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive development of gum category
Better conditions for product development
Wrigley Jr Co, William continues to rebuild value share

PROSPECTS AND OPPORTUNITIES

Tourism and young consumers will fuel growth
International players maintain a duopoly
Bubble gum category to lose share to chewing gum

CATEGORY DATA

- Table 1 - Sales of Gum by Category: Volume 2019-2024
- Table 2 - Sales of Gum by Category: Value 2019-2024
- Table 3 - Sales of Gum by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Gum by Category: % Value Growth 2019-2024
- Table 5 - Sales of Gum by Flavour: Rankings 2019-2024
- Table 6 - NBO Company Shares of Gum: % Value 2020-2024
- Table 7 - LBN Brand Shares of Gum: % Value 2021-2024
- Table 8 - Distribution of Gum by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Gum by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Gum by Category: Value 2024-2029
- Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

Snacks in Georgia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

- Table 13 - Sales of Snacks by Category: Volume 2019-2024
- Table 14 - Sales of Snacks by Category: Value 2019-2024
- Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Snacks: % Value 2020-2024
- Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Snacks by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029
- Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gum-in-georgia/report.