

# Snacks in Georgia

June 2023

**Table of Contents** 

## Snacks in Georgia

## **EXECUTIVE SUMMARY**

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

- Table 1 Sales of Snacks by Category: Volume 2018-2023
- Table 2 Sales of Snacks by Category: Value 2018-2023
- Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023
- Table 4 Sales of Snacks by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Snacks: % Value 2019-2023
- Table 6 LBN Brand Shares of Snacks: % Value 2020-2023
- Table 7 Penetration of Private Label by Category: % Value 2018-2023
- Table 8 Distribution of Snacks by Format: % Value 2018-2023
- Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028
- Table 10 Forecast Sales of Snacks by Category: Value 2023-2028
- Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
- Table 12 Forecast Sales of Snacks by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

## Chocolate Confectionery in Georgia

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Inflationary pressure leads to price increases

Tourism recovery and migrant flows boost chocolate consumption

International heavyweights focus on core brands

#### PROSPECTS AND OPPORTUNITIES

Positive growth period ahead as players adapt to ongoing economic challenges

Countlines and tablets to remain most popular choice

Modern channel to expand in rural areas

#### **CATEGORY DATA**

- Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023
- Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023
- Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023
- Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023
- Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023
- Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023
- Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023
- Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023
- Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028
- Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028
- Table 23 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

## Gum in Georgia

#### **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Gum category begins to make a recovery

Better trading conditions spur promotional activity and product launches

Major players see a resolution to the 2022 supply chain disruptions

## PROSPECTS AND OPPORTUNITIES

Category growth dependent on heavier marketing investment

E-commerce gum sales to remain limited

Bubble gum category to lose share to chewing gum

#### **CATEGORY DATA**

Table 25 - Sales of Gum by Category: Volume 2018-2023

Table 26 - Sales of Gum by Category: Value 2018-2023

Table 27 - Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 - Sales of Gum by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Gum: % Value 2019-2023

Table 30 - LBN Brand Shares of Gum: % Value 2020-2023

Table 31 - Distribution of Gum by Format: % Value 2018-2023

Table 32 - Forecast Sales of Gum by Category: Volume 2023-2028

Table 33 - Forecast Sales of Gum by Category: Value 2023-2028

Table 34 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

## Sugar Confectionery in Georgia

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sugar confectionery remains resilient in face of price rises

Pre-packaged options gain popularity

Competition remains fierce in sugar confectionery

## PROSPECTS AND OPPORTUNITIES

Sugar confectionery to enjoy solid growth as firm favourite in Georgia

Product development is key to growth momentum

Health concerns among younger generations and parents may stifle growth

## **CATEGORY DATA**

Table 36 - Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 37 - Sales of Sugar Confectionery by Category: Value 2018-2023

Table 38 - Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 39 - Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 40 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 41 - NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 42 - LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 43 - Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 44 - Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 45 - Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 46 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

## Ice Cream in Georgia

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Ice cream sales enjoy robust, but slower performance Dairy ice cream is preferred option among Georgians Local players lead the ice cream category

#### PROSPECTS AND OPPORTUNITIES

Mature category will cater to more sophisticated tastes Modern channel to take a bigger scoop of ice cream sales Healthier options to remain a niche

#### **CATEGORY DATA**

Table 48 - Sales of Ice Cream by Category: Volume 2018-2023

Table 49 - Sales of Ice Cream by Category: Value 2018-2023

Table 50 - Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 51 - Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 52 - NBO Company Shares of Ice Cream: % Value 2019-2023

Table 53 - LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 54 - Distribution of Ice Cream by Format: % Value 2018-2023

Table 55 - Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 56 - Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 57 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 58 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

## Savoury Snacks in Georgia

# KEY DATA FINDINGS

## 2023 DEVELOPMENTS

External challenges pose a lesser threat to savoury snacks category in 2023

Salty snacks remain a firm favourite

PepsiCo Inc retains strong leadership of savoury snacks

## PROSPECTS AND OPPORTUNITIES

Robust growth prospects for savoury snacks

Competition set to intensify in potato chips as smaller players and private label up their game Health and wellness to remain an emerging trend

# CATEGORY DATA

Table 59 - Sales of Savoury Snacks by Category: Volume 2018-2023

Table 60 - Sales of Savoury Snacks by Category: Value 2018-2023

Table 61 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 62 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 63 - NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 64 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 65 - Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 66 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 67 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 68 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 69 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

## Sweet Biscuits, Snack Bars and Fruit Snacks in Georgia.

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Convenience trend and at-home consumption drives solid volume growth

Lack of innovation limits overall category potential

Leading players secure positions in fragmented category

#### PROSPECTS AND OPPORTUNITIES

Robust performance in sweet biscuits, snack bars and fruit snacks Convenience and health positioning to bring snack bars to the fore Sweet biscuits to remain fragmented, yet competitive category

#### **CATEGORY DATA**

Table 70 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 71 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 72 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 73 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 74 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 75 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 76 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 77 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 78 - NBO Company Shares of Snack Bars: % Value 2019-2023

Table 79 - LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 80 - NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 81 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 82 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 83 - Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 84 - Distribution of Snack Bars by Format: % Value 2018-2023

Table 85 - Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 86 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 87 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 88 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 89 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## 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/snacks-in-georgia/report.