

# Dairy Products and Alternatives in Georgia

September 2023

Table of Contents

## Dairy Products and Alternatives in Georgia

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 - Penetration of Private Label by Category: % Value 2018-2023

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby Food in Georgia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Falling birth rate and rising breastfeeding rates negatively impact milk formula in particular

Multinational players with international brands continue to dominate baby food sales

Dried baby food performs well

### PROSPECTS AND OPPORTUNITIES

Milk formula weakest performer

Prepared and dried baby food fare better than milk formula

Influence of pharmacies remains critical

### CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2018-2023

Table 10 - Sales of Baby Food by Category: Value 2018-2023

Table 11 - Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 - Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Baby Food: % Value 2019-2023

Table 14 - LBN Brand Shares of Baby Food: % Value 2020-2023

Table 15 - Distribution of Baby Food by Format: % Value 2018-2023

Table 16 - Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 17 - Forecast Sales of Baby Food by Category: Value 2023-2028

Table 18 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 19 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

## Butter and Spreads in Georgia

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Minimal volume growth, as inflation continues to bite  
Big reshuffle as Valio sells Russian operation to Velcom Group  
Butter strongest performer

## PROSPECTS AND OPPORTUNITIES

Butter remains strongest performer  
Georgian consumers remain traditional  
Cooking fats set to remain a niche product

## CATEGORY DATA

Table 20 - Sales of Butter and Spreads by Category: Volume 2018-2023  
Table 21 - Sales of Butter and Spreads by Category: Value 2018-2023  
Table 22 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023  
Table 23 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023  
Table 24 - NBO Company Shares of Butter and Spreads: % Value 2019-2023  
Table 25 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023  
Table 26 - Distribution of Butter and Spreads by Format: % Value 2018-2023  
Table 27 - Forecast Sales of Butter and Spreads by Category: Volume 2023-2028  
Table 28 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028  
Table 29 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028  
Table 30 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

## Cheese in Georgia

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Inflation dampens volume sales  
Reshuffle as Finnish company Valio sells Russian operation to Velcom  
Spreadable cheese strongest performer in 2023

### PROSPECTS AND OPPORTUNITIES

Healthy outlook over forecast period  
Fragmented competitive environment remains, despite efforts of global players  
New flavours key differentiator over forecast period

### CATEGORY DATA

Table 31 - Sales of Cheese by Category: Volume 2018-2023  
Table 32 - Sales of Cheese by Category: Value 2018-2023  
Table 33 - Sales of Cheese by Category: % Volume Growth 2018-2023  
Table 34 - Sales of Cheese by Category: % Value Growth 2018-2023  
Table 35 - Sales of Spreadable Processed Cheese by Type: % Value 2018-2023  
Table 36 - NBO Company Shares of Cheese: % Value 2019-2023  
Table 37 - LBN Brand Shares of Cheese: % Value 2020-2023  
Table 38 - Distribution of Cheese by Format: % Value 2018-2023  
Table 39 - Forecast Sales of Cheese by Category: Volume 2023-2028  
Table 40 - Forecast Sales of Cheese by Category: Value 2023-2028  
Table 41 - Forecast Sales of Cheese by Category: % Volume Growth 2023-2028  
Table 42 - Forecast Sales of Cheese by Category: % Value Growth 2023-2028

## Drinking Milk Products in Georgia

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Moderate volume growth, though degree of trading down

Competitive landscape unchanged

Private label fails to make traction, as consumers remain loyal to brands

## PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period

Focus on drinking milk aimed at children

Plant-based milks fail to gain traction

## CATEGORY DATA

Table 43 - Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 44 - Sales of Drinking Milk Products by Category: Value 2018-2023

Table 45 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 46 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 47 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 48 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 49 - Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 50 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 51 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 52 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 53 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

## Yoghurt and Sour Milk Products in Georgia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sour milk products continue to account for most value and volume sales

Flavour key driver of differentiation in yoghurt

Global companies have significant foothold

#### PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period

Consumers remain traditional in their choices

Price continues to be key driver of value sales

#### CATEGORY DATA

Table 54 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 55 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 56 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 58 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 59 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 60 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 61 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 62 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 63 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

## Other Dairy in Georgia

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Sour cream continues to account for most volume sales

Chilled desserts and snacks register healthy growth

Lactalis and PepsiCo continue to dominate

## PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Price continues to be key driver of value sales

Opportunities lie in added-value proposals to reinvent the image of other dairy

## CATEGORY DATA

Table 65 - Sales of Other Dairy by Category: Volume 2018-2023

Table 66 - Sales of Other Dairy by Category: Value 2018-2023

Table 67 - Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 68 - Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 69 - NBO Company Shares of Other Dairy: % Value 2019-2023

Table 70 - LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 71 - Distribution of Other Dairy by Format: % Value 2018-2023

Table 72 - Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 73 - Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 74 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 75 - Forecast Sales of Other Dairy 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/dairy-products-and-alternatives-in-georgia/report](https://www.euromonitor.com/dairy-products-and-alternatives-in-georgia/report).