

Drinking Milk Products in Georgia

September 2023

Table of Contents

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

Dairy Products and Alternatives in Georgia - Industry Overview

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 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 16 - Penetration of Private Label by Category: % Value 2018-2023
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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