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International

Sweet Biscuits, Snack Bars and Fruit Snacks in Georgia

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Convenience, Affordability and Gifting Culture Sustain Growth

Artisanal Fruit Snacks Broaden Appeal beyond Tourism

Functional Snack Bars Gain Momentum through Flavour Innovation

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Value Sales by Category 2026

Chart 4 - Bombbar Extends Flavour Assortment

WHAT'S NEXT?

Value-Conscious Consumers Continue to Drive Demand for Healthier Snacks in 2031

Sweet Biscuits Is Projected to Remain the Backbone of Demand While Snack Bars Expand Rapidly

Convenience-Led Retailing Expected to Shape Future Growth Opportunities

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Extends Lead as Rivals Lose Share in Snacking

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Modern Retail Channels Gain Share as Traditional Grocers Lose Ground

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Population 2021-2031

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[Snacks in Georgia - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Affordability Pressures Reshape Purchasing Behaviour While Global Brands Sustain Demand

Local Producers Drive Ice Cream Growth through Efficient Supply Chains and Single-Portion Formats

Youth-Focused Flavour Innovation Drives Product Differentiation

Chart 16 - Value Sales 2021-2031

Chart 17 - Value Sales by Category 2026

Chart 18 - Kitkat Expands Its Flavours

WHAT'S NEXT?

Affordability and Promotional Engagement to Sustain Long-Term Growth

Confectionery Projected to Lead Sales While Ice Cream Gains Momentum

Health-Focused Innovation Expected to Strengthen Competitive Differentiation

Chart 19 - Forecast Value Sales 2021-2031

Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Sustains Its Lead through Innovation, Promotions and Broad Distribution

Chart 21 - Company Shares 2026

Chart 22 - Brand Shares 2026

CHANNELS

Convenience Retailers Strengthen Their Position through Accessibility and Outlet Expansion

E-Commerce Leverages Delivery Platforms to Accelerate Online Snack Sales

Chart 23 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 24 - Economic Context for Snacks

Chart 25 - Real Gdp Growth 2021-2031

Chart 26 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 27 - Consumer Context for Snacks

Chart 28 - Population 2021-2031

Chart 29 - Population by Generation 2026

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-georgia/report.