

Cheese in Georgia

September 2022

Table of Contents

Cheese in Georgia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Soft cheese dominates due to the popularity of traditional variants

Soft cheese and packaged hard cheese register dynamic sales growth in 2022

Valio Oy remains the leading player in cheese despite the company facing challenges

PROSPECTS AND OPPORTUNITIES

Cheese slated for positive growth, with packaged hard cheese set to surge ahead

Fragmented competitive environment to remain in effect despite efforts of global players

Health and wellness set to become a more important aspect of cheese marketing

CATEGORY DATA

Table 1 - Sales of Cheese by Category: Volume 2017-2022

Table 2 - Sales of Cheese by Category: Value 2017-2022

Table 3 - Sales of Cheese by Category: % Volume Growth 2017-2022

Table 4 - Sales of Cheese by Category: % Value Growth 2017-2022

Table 5 - Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 6 - NBO Company Shares of Cheese: % Value 2018-2022

Table 7 - LBN Brand Shares of Cheese: % Value 2019-2022

Table 8 - Distribution of Cheese by Format: % Value 2017-2022

Table 9 - Forecast Sales of Cheese by Category: Volume 2022-2027

Table 10 - Forecast Sales of Cheese by Category: Value 2022-2027

Table 11 - Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Cheese by Category: % Value Growth 2022-2027

Dairy Products and Alternatives in Georgia - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 17 - Penetration of Private Label by Category: % Value 2017-2022

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/cheese-in-georgia/report.