



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Georgia

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet biscuits benefit from being affordable and staple snacks

Mondelez International Inc leads, offering its strong brands, innovation and promotions

Expansion of modern grocery retailers via new stores and mergers

PROSPECTS AND OPPORTUNITIES

Growth limited by maturity

New flavours and formats to drive growth of filled biscuits and wafers

Health-driven choices are not yet a significant factor influencing demand

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

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DISCLAIMER

SOURCES

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