



Euromonitor
International

Rice, Pasta and Noodles in Georgia

November 2025

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Rice star performer in 2025

INDUSTRY PERFORMANCE

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Rice registers highest value and volume growth

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Moderate growth over forecast period

Health to become key driver of growth

Price continues to be main driver of sales

COMPETITIVE LANDSCAPE

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Foodservis gains the most value share in 2025

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[Staple Foods in Georgia - Industry Overview](#)

EXECUTIVE SUMMARY

Healthy current value growth, though high food inflation tightens profit margins

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumers remain price sensitive
Convenience key driver of sales
Rising health consciousness influencing product development

COMPETITIVE LANDSCAPE

Combined, artisanal bakeries lead competitive landscape
Private imports and private label gaining value share

CHANNELS

Supermarkets lead distribution and continue to gain value share
Significant growth for e-commerce in 2025

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