



Euromonitor
International

Processed Meat, Seafood and Alternatives To Meat in Georgia

November 2025

Processed Meat, Seafood and Alternatives To Meat in Georgia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Frozen processed seafood best performer

INDUSTRY PERFORMANCE

Tight profit margins, with food inflation remaining high

Processed seafood gains most value share

WHAT'S NEXT?

Positive outlook over forecast period

More focus on highlighting health benefits

Some growth in alternatives to meat

COMPETITIVE LANDSCAPE

Local companies continue to lead

Brazilian player Perdigão gains most value share

CHANNELS

Supermarkets make significant gains over review period

Significant growth for e-commerce in 2025

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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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

WHAT'S NEXT?

Essentialness of food staples continues to support growth

Growing demand for healthier options

Innovation key to stay ahead

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025

Table 16 - Sales of Staple Foods by Category: Value 2020-2025

Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2021-2025

Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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