

Baked Goods in Georgia

November 2025

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Baked Goods in Georgia - Category analysis

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Positive picture in 2025

INDUSTRY PERFORMANCE

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WHAT'S NEXT

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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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