



Cooking Ingredients and Meals in Georgia

November 2025

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EXECUTIVE SUMMARY

Urbanisation and busy lifestyles help offset impact of price growth

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INDUSTRY PERFORMANCE

Market continues to expand amid moderating inflationary pressures

Evolving lifestyles drive volume growth

WHAT'S NEXT?

Cooking ingredients and meals set for steady growth

Busy lifestyles to drive demand

Further expansion of modern grocery retail

COMPETITIVE LANDSCAPE

Efko continues to lead the market

Basso Fedele & Figli benefits from rising consumer demand for olive oil

Retailers expand their portfolios with privately-imported brands

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Small local grocers continue to lead distribution, despite losing share to modern retail

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Rising prices and local production drive growth

Sunflower oil leads growth amid rising prices

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Steady growth amid price pressures and rising local production

Health awareness to drive diversification in edible oils

Price sensitivity will remain an issue

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INDUSTRY PERFORMANCE

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Prepared salads and chilled ready meals lead growth

WHAT'S NEXT?

Convenience will continue to drive growth

Local producers to expand their ranges

Modern packaging to enhance freshness and convenience

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Dips leads growth

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