

# Staple Foods in Georgia

November 2025

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## Staple Foods in Georgia

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

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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

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Positive picture in 2025

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Healthy value growth, though volume growth more moderate

Packaged leavened bread registers highest value growth

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Growing focus on offerings with a healthier positioning

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Frozen offerings gain most value share, though from low base

Private label makes gains

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## COMPETITIVE LANDSCAPE

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