



**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

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

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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

## WHAT'S NEXT?

Essentialness of food staples continues to support growth

Growing demand for healthier options

Innovation key to stay ahead

## MARKET DATA

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

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

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-georgia/report](https://www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-georgia/report).