



Meals and Soups in Georgia

November 2025

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Meals and Soups in Georgia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Busy urban consumers seeking health and innovative options

INDUSTRY PERFORMANCE

Convenience drives growth in meals and soups

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

COMPETITIVE LANDSCAPE

Nikora JSC leverages extensive distribution network

Agrolimen and National Delicacy show greatest dynamism

CHANNELS

Supermarkets maintain leadership

E-commerce drives momentum from low base

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Cooking Ingredients and Meals in Georgia - Industry Overview

EXECUTIVE SUMMARY

Urbanisation and busy lifestyles help offset impact of price growth

KEY DATA FINDINGS

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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