

Rice, Pasta and Noodles in Georgia

November 2023

Table of Contents

Rice, Pasta and Noodles in Georgia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dried pasta maintains prominent share of sales Rice is best performing category by value Convenience products drive growth in noodles

PROSPECTS AND OPPORTUNITIES

Urbanization and exposure to foreign cuisine to grow dried pasta Diversity of rice to expand to meet health needs Economic uncertainty may limit brand development

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023 Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023 Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023 Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023 Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023 Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023 Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023 Table 8 - NBO Company Shares of Rice: % Value 2019-2023 Table 9 - LBN Brand Shares of Rice: % Value 2020-2023 Table 10 - NBO Company Shares of Pasta: % Value 2019-2023 Table 11 - LBN Brand Shares of Pasta: % Value 2020-2023 Table 12 - NBO Company Shares of Noodles: % Value 2019-2023 Table 13 - LBN Brand Shares of Noodles: % Value 2020-2023 Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023 Table 15 - Distribution of Rice by Format: % Value 2018-2023 Table 16 - Distribution of Pasta by Format: % Value 2018-2023 Table 17 - Distribution of Noodles by Format: % Value 2018-2023 Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028 Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028 Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028 Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Staple Foods in Georgia - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture Key trends in 2023 Competitive Landscape Channel developments What next for staple foods?

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2018-2023Table 23 - Sales of Staple Foods by Category: Value 2018-2023Table 24 - Sales of Staple Foods by Category: % Volume Growth 2018-2023Table 25 - Sales of Staple Foods by Category: % Value Growth 2018-2023Table 26 - NBO Company Shares of Staple Foods: % Value 2019-2023Table 27 - LBN Brand Shares of Staple Foods: % Value 2020-2023Table 28 - Penetration of Private Label by Category: % Value 2019-2023

- Table 29 Distribution of Staple Foods by Format: % Value 2018-2023
- Table 30 Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 31 Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 32 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 33 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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