

# Rice, Pasta and Noodles in Georgia

November 2023

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#### 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

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