



Euromonitor
International

Cooking Ingredients and Meals in Georgia

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Cooking Ingredients and Meals in Georgia

EXECUTIVE SUMMARY

Urbanisation and busy lifestyles help offset impact of price growth

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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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Small local grocers continue to lead distribution, despite losing share to modern retail

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Steady growth amid price pressures and rising local production

Health awareness to drive diversification in edible oils

Price sensitivity will remain an issue

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INDUSTRY PERFORMANCE

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Prepared salads and chilled ready meals lead growth

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Convenience will continue to drive growth

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Dips leads growth

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