

# Rice, Pasta and Noodles in Georgia

November 2024

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## Rice, Pasta and Noodles in Georgia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Dried pasta remains an important staple food

Rice benefits from stable prices and its versatility

Sales of noodles lag behind far behind

## PROSPECTS AND OPPORTUNITIES

Dried pasta will continue to benefit from its convenience and low cost

Expanding variety of rice products will fuel future growth

Instant noodles face strong competition from traditional home-cooked meals and local culinary customs

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