



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Georgia

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Discounts support growth in a time of heightened price sensitivity
- Premiumisation in seafood as consumer purchasing power recovers
- Local players maintain their lead in 2024

PROSPECTS AND OPPORTUNITIES

- Positive volume growth fuelled by stable consumer preferences, price stabilisation and rising incomes
- Competitive landscape will remain unchanged
- Potential of shelf table meat products

CATEGORY DATA

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Staple Foods in Georgia - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for staple foods?

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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