



# Rice, Pasta and Noodles in Georgia

November 2025

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Rice star performer in 2025

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Rice registers highest value and volume growth

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Moderate growth over forecast period

Health to become key driver of growth

Price continues to be main driver of sales

### COMPETITIVE LANDSCAPE

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## [Staple Foods in Georgia - Industry Overview](#)

### EXECUTIVE SUMMARY

Healthy current value growth, though high food inflation tightens profit margins

### KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Consumers remain price sensitive  
Convenience key driver of sales  
Rising health consciousness influencing product development

## COMPETITIVE LANDSCAPE

Combined, artisanal bakeries lead competitive landscape  
Private imports and private label gaining value share

## CHANNELS

Supermarkets lead distribution and continue to gain value share  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-georgia/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-georgia/report).