



Edible Oils in Georgia

November 2025

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Edible Oils in Georgia - Category analysis

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2025 DEVELOPMENTS

Local olive oil production continues to rise, with domestic products gaining interest

INDUSTRY PERFORMANCE

Rising prices and local production drive growth

Sunflower oil leads growth amid rising prices

WHAT'S NEXT?

Steady growth amid price pressures and rising local production

Health awareness to drive diversification in edible oils

Price sensitivity will remain an issue

COMPETITIVE LANDSCAPE

Geostar leads sales

Basso Fedele capitalises on growing consumer demand for olive oil

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Small local grocers face competition from modern retail

E-commerce is fastest-growing retail channel

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EXECUTIVE SUMMARY

Urbanisation and busy lifestyles help offset impact of price growth

KEY DATA FINDINGS

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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