



Euromonitor
International

Sweet Spreads in Georgia

November 2025

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Sweet Spreads in Georgia - Category analysis

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2025 DEVELOPMENTS

Indulgent flavours benefit chocolate spreads

INDUSTRY PERFORMANCE

Sweet spreads are popular form of indulgence

Chocolate spreads leads growth

WHAT'S NEXT?

Cocoa prices will continue to influence sales

Health and wellness trend will impact consumer preferences

Expected rise of retailer-exclusive imports

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Urbanisation and busy lifestyles help offset impact of price growth

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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

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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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