



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Georgia

November 2025

Processed Meat, Seafood and Alternatives To Meat in Georgia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Frozen processed seafood best performer

INDUSTRY PERFORMANCE

Tight profit margins, with food inflation remaining high

Processed seafood gains most value share

WHAT'S NEXT?

Positive outlook over forecast period

More focus on highlighting health benefits

Some growth in alternatives to meat

COMPETITIVE LANDSCAPE

Local companies continue to lead

Brazilian player Perdigão gains most value share

CHANNELS

Supermarkets make significant gains over review period

Significant growth for e-commerce in 2025

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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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

Significant growth for e-commerce in 2025

WHAT'S NEXT?

Essentialness of food staples continues to support growth

Growing demand for healthier options

Innovation key to stay ahead

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-georgia/report.