



Euromonitor  
International

# Meals and Soups in Georgia

November 2025

Table of Contents

## Meals and Soups in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Busy urban consumers seeking health and innovative options

#### INDUSTRY PERFORMANCE

Convenience drives growth in meals and soups

Prepared salads and chilled ready meals lead growth

#### WHAT'S NEXT?

Convenience will continue to drive growth

Local producers to expand their ranges

Modern packaging to enhance freshness and convenience

#### COMPETITIVE LANDSCAPE

Nikora JSC leverages extensive distribution network

Agrolimen and National Delicacy show greatest dynamism

#### CHANNELS

Supermarkets maintain leadership

E-commerce drives momentum from low base

#### CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 6 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 7 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 8 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 9 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 10 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in Georgia - Industry Overview

### 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

## CHANNELS

Small local grocers continue to lead distribution, despite losing share to modern retail

Wolt and Glovo drive growth in e-commerce

Convenience stores meet demand for quick and accessible shopping

## MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-in-georgia/report](https://www.euromonitor.com/meals-and-soups-in-georgia/report).