

Rice, Pasta and Noodles in Georgia

Market Direction | 2024-11-26 | 23 pages | Euromonitor

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Report description:

Dried pasta continues to account for a significant share of both value and volume sales in 2024 as it is an important staple food in Georgia. The slower increase in unit prices, coupled with more frequent discounting, has positively impacted the category in the year. Amongst top players are the local company Georgian European Macaroni Industry Ltd and the international players Makfa OAO, Divella SpA and Barilla Holding SpA. They have a longstanding presence in the market and well-established dis...

Euromonitor International's Rice, Pasta and Noodles in Georgia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Noodles, Pasta, Rice.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
November 2024

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Dried pasta remains an important staple food

Rice benefits from stable prices and its versatility

Sales of noodles lag behind far behind

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STAPLE FOODS IN GEORGIA

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MARKET DATA

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