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Report Highlights:

Georgia is an upper middle income country with great potential for U.S. exporters seeking to both establish themselves in the Caucasus region, as well as position their products for entry into Central Asia by utilizing the Trans-Caspian Trade Corridor. Georgia is frequently recognized for its ease of doing business, and local laws and tariff structures support trade with the United States. This report provides a blueprint for identifying and capitalizing on opportunities in this emerging market. (Note: Report edited to update information about the U.S. Generalized System of Preferences.)

Executive Summary: Georgia is an upper-middle-income country bordering Armenia, Azerbaijan, the Russian Federation, Türkiye, and the Black Sea. In 2024, Georgia’s GDP reached \$33.8 billion, positioning the country as the 108th economy in the world. Georgia is not a major producer of food and agricultural products, and imports goods mostly from the neighboring countries.

Consumer-Oriented Agricultural Imports in 2024

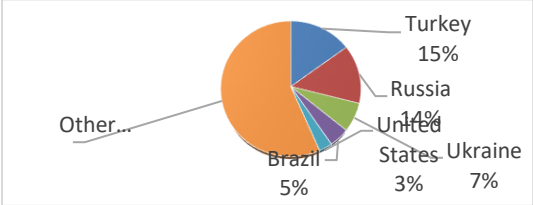


Chart 1: Top Exporting Countries to Georgia, 2024

Food Retail Industry: Georgia’s food retail industry turnover reached \$366 million in 2023. The sector is overwhelmingly dominated by small-scale retailers, with 22,635 total companies and the vast majority (20,988) classified as small enterprises. Foreign investment in Georgia’s food industry has seen steady growth, especially in areas such as retail, processing, and value-added agriculture. This trend is largely supported by Georgia’s favorable geographic position, open trade regime, and expanding tourism sector. While food retail serves the entire population, urban middle-class consumers, particularly in large cities, are increasingly drawn to branded retail chains, imported food products, and healthier food choices.

Food Processing Industry: Georgia’s food processing industry is comprised of 5,643 registered companies; approximately 87 percent of them are small companies with less than 50 employees. From 2018 to 2024, Georgia’s food and beverage production steadily increased from around \$1.8 to over \$2.93 billion. Although its share in total manufacturing dipped to 38 percent in 2021, it rebounded to 43 percent by 2024, indicating a sustained and growing role in the manufacturing sector.

Food Service Industry: Georgia’s food service sales reached \$1.25 billion in 2024. From 2018 to 2024,

Georgia’s HRI turnover grew from under \$732 million to nearly \$1.28 billion. Despite a dip in its share of total turnover to 1.1 percent in 2020–2021, it gradually recovered to 1.5 percent by 2024, reflecting a rebound in the sector.

Quick Facts CY 2024

Imports of Consumer-Oriented Products

(\$1.53 billion)

List of Top 10 Growth Products in Georgia (Consumer-Oriented Ag. Products) 2021-2024

1) Mfg. Tobacco

2) Dairy Products

3) Poultry Meat & Prods.(ex. Eggs)

4) Bakery Goods, Cereals, & Pasta

5) Chocolate & Cocoa Products

6) Fresh Fruit

7) Soup & Other Food Preparations

8) Pork & Pork Products

9) Distilled Spirits

10) Processed Vegetables

Food Industry by Channels (U.S. dollar)

Retail Food Industry, 2023	\$366 million
Food Service-HRI	\$1.25 billion
Food Processing Output	\$1.25 billion
Food and Agriculture Exports	\$1.7 billion

Top 10 Host Country Retailers

(based on market share)

1) Daily Group

2) Ori Nabiji

3) Nikora

4) Carrefour

5) Agrohubs

6) Fresco

7) Goodwill

8) Spar Georgia

9) Libre

10) Magniti

GDP/Population

Population: 3.7 million
GDP: \$33.8 billion
GDP per capita: \$9,141.4

Sources: National Statistics Office of Georgia; Trade Data

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
Strategic location, positioned at the crossroads of Europe and Asia.	A population of ~3.7 million limits internal demand.
Brand receptiveness, Georgian consumers are brand-conscious and open to trying new international products.	Weak retail infrastructure and supply chains outside major cities can make scaling difficult.
Opportunities	Threats
Fast-growing digital ecosystem with opportunities for direct-to-consumer models.	Shifting foreign policy and internal polarization may influence investor sentiment and consumer confidence.
Rising interest in eco-conscious, organic, and health-driven products.	Import-reliant businesses are vulnerable to international shipping delays and costs.

Section I: Market Overview

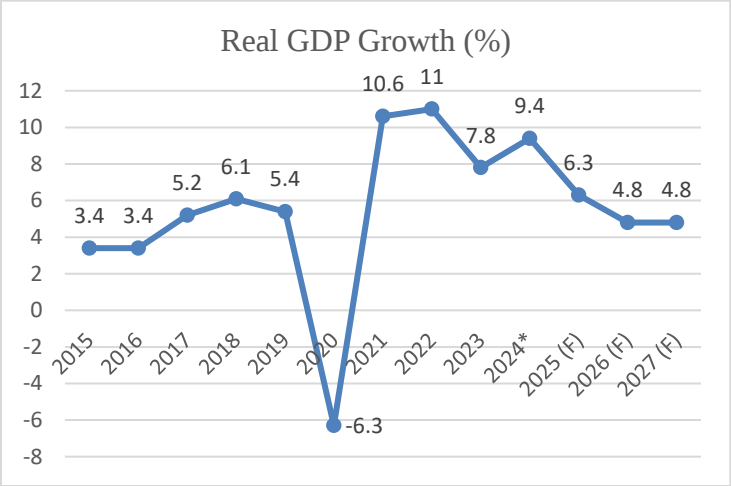
Georgia is located at the crossroads between Europe and Asia, and its strategic location makes Georgia a natural logistics and transit hub along the Trans-Caspian Trade Corridor. Georgia has demonstrated significant economic progress over the past decade, characterized by robust growth and substantial poverty reduction. Between 2010 and 2024, Georgia's real GDP per capita grew at an average annual rate of 8.8 percent, positioning it as one of the fastest-growing economies in Europe and Central Asia. This growth trajectory elevated Georgia to upper-middle-income status. Georgia has achieved notable progress in poverty alleviation. The poverty rate, measured by the \$6.85 poverty line (2017 PPP), declined from 70.6 percent in 2010 to an estimated 41 percent in 2023. In 2024¹, the country's GDP reached approximately \$33.8 billion, with a GDP per capita of \$9,141.4. Notably, in 2024, Georgia's economy surpassed expectations by growing 9.4 percent, up from 7.8 percent in 2023.

The World Bank projects Georgia to maintain the highest average economic growth in the Europe and Central Asia region, with an average rate of 6.7 percent through 2026.

According to the U.S. Department of State's 2024 Investment Climate Statement, Georgia is ranked 32nd among 184 countries in the Heritage Foundation's Economic Freedom Index, categorizing its economy as "moderately free."

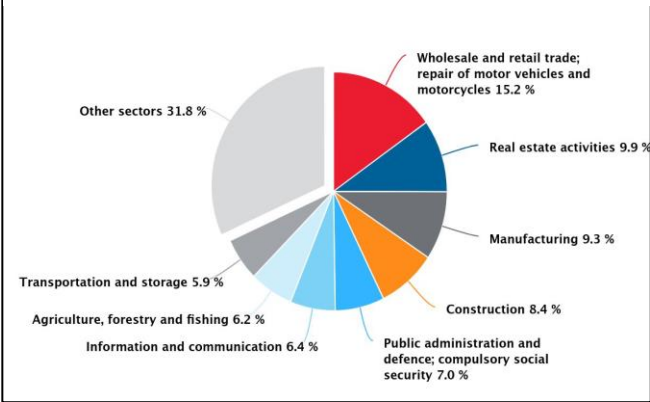
The largest shares of GDP by activity are held by wholesale and retail trade; repair of motor vehicles and motorcycles (15.2 percent) and real estate activities (9.9 percent), followed by manufacturing (9.3 percent), construction (8.4 percent), public administration and defense; compulsory social security (7 percent), IT and communication (6.4 percent), agriculture, forestry and fishing (6.2 percent), and transportation and storage (5.9 percent). In 2024, Georgia's top five export markets for consumer oriented agricultural products were

Chart 2: Real GDP Growth Rate



Source: National Statistics Office of Georgia. * Preliminary Data. (F) Forecast by EIU

Chart 3: GDP Structure, 2024* (%)

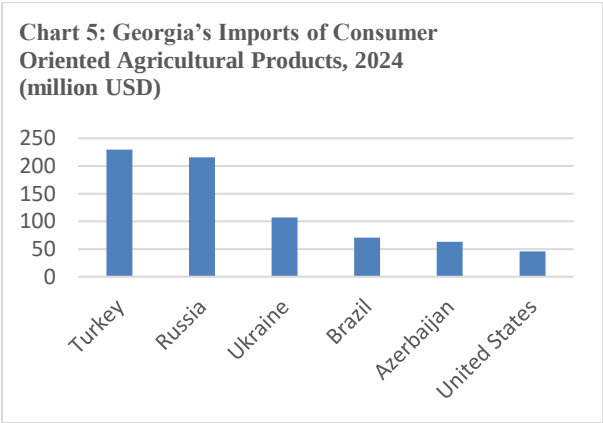


Source: National Statistics Office of Georgia. * Preliminary Data

¹ Preliminary Data from National Statistics Office of Georgia

Russia (41.9 percent), Armenia (8.8 percent), Azerbaijan (8.4 percent), Kazakhstan (4.8 percent), and Ukraine (4.5 percent). The United States was the 13th largest export market for Georgia’s consumer oriented agricultural products, with a value of \$21 million.

Georgia’s main sources of imported consumer oriented agricultural goods were Turkiye (14.9 percent), Russia (14 percent), Ukraine (7 percent), Brazil (4.6 percent), and Azerbaijan (4.1 percent). The United States was ranked the 13th largest import partner for Georgia’s consumer oriented agricultural products, valued at \$45.7 million.



Georgia’s top five agricultural imports in CY 2024 were: manufactured tobacco products, frozen poultry, food preparations, wheat, and cane/beet sugar.² After years of declining domestic production and processing, most goods are imported, especially off-season, as Georgia lacks post-harvest and processing technologies and storage facilities.

In late 2024, Georgia held parliamentary elections that were pivotal for its political and economic trajectory. The ruling Georgian Dream party faced criticism for perceived authoritarian shifts and a foreign policy orientation favoring closer ties with Russia and China, potentially impacting Georgia's aspirations for European Union membership. Overall, Georgia's economy has exhibited resilience and growth, supported by sound macroeconomic management and reforms. However, ongoing political developments and external economic factors will play crucial roles in shaping its future economic landscape.

Table 1: Important Socio-economic Parameters for Georgia	
Parameter	Value
Population	3.69 million (2024)
Median Age	38 (2024)
Labor Force (ages 15-64)	1.63 million (2024)
Unemployment Rate (ages 15-64)	13.9 percent (2024)

² Source: Trade Data Monitor

GDP	USD 33.8 billion (2024 preliminary)
GDP per Capita	USD 9,141.4 (2024 preliminary)
Trade Balance	USD -10.3 billion (2024 preliminary)
Tourists (# of foreign citizens entering)	5.4 million (2024)
Inflation – CPI year-end	100.1 percent (2024)
Exchange Rate	\$1 = 2.7311 GEL (as of June 10, 2025)
Number of Active Companies with Foreign Capital	47,860 (Total as of Jan 2025)
Major Export Markets (all products)	Kyrgyzstan (19.6%), Kazakhstan (13.1%), Azerbaijan (11%), Russia (10.4%), Armenia (9.4%), Türkiye (7%), China (4.6%), Uzbekistan (2.2%), United States (2.1%) (2024) ³
Major Import Sources (all products)	Turkey (16.4%), United States (12.2%), Russia (10.9%), China (9.5%), Germany (7.8%), Azerbaijan (3.4%), Japan (3.2%), Italy (2.5%), UAE (2%), Poland (1.9%) (2024) ⁴
Major Cities	Tbilisi (1.26 m), Batumi (183.2 thousand), Rustavi (127.2 thousand), Kutaisi (125.6 thousand), Gori (42.6 thousand), Poti (41.2 thousand), Zugdidi (40.1 thousand) (2024)

³ Source: National Statistics Office of Georgia, 2024 preliminary data.

⁴ Source: National Statistics Office of Georgia, 2024 preliminary data.

Table 2: Advantages & Challenges

ADVANTAGES	CHALLENGES
Strategic location, positioned at the crossroads of Europe and Asia, Georgia serves as a gateway for trade and transit routes (e.g., Middle Corridor).	Shifting foreign policy and internal polarization may influence investor sentiment and consumer confidence.
Brand receptiveness, Georgian consumers are brand-conscious and open to trying new international products.	Low brand loyalty as price sensitivity often trumps loyalty, especially in non-premium segments.
Liberal economic policies: Georgia consistently ranks high on ease of doing business, low corruption, and open markets.	Global supply chain issues impact import-reliant businesses and are vulnerable to international shipping delays and costs.
Growing Economy, GDP growth of nearly 9.5 percent in 2024, with projections around 5–6 percent for the next few years—among the highest in the region.	Currency volatility as Georgian Lari (GEL) is subject to swings that impact pricing for imports and margins for retailers.
Growing middle class with rising incomes and a shift toward quality and lifestyle products.	External economic dependence, Georgia is heavily reliant on remittances and external markets (Russia, EU, Turkiye).
Digital adoption with rapid increase in smartphone uses and online shopping, especially in larger cities.	Geopolitical tensions with Russian influence, regional instability, and shifting alliances (e.g., relations with China) pose risks.
Many of Georgia’s regulations align with those of the EU, making it easier for companies already exporting to Europe to enter the Georgian market.	Unresolved territorial conflicts - Russian occupation of Abkhazia and South Ossetia presents geopolitical and security risks.
Strong tourist inflow supports demand for a wide range of consumer goods.	Infrastructure gaps - Despite progress, some rural areas and logistics corridors still lag in quality and connectivity.

Section II: Exporter Business Tips

a. MARKET RESEARCH

To successfully enter the Georgian market, exporters must conduct thorough market research. This involves understanding Georgia’s economic landscape, key sectors, consumer behavior, and trade dynamics.

Exporters should then focus on high-demand sectors and analyze competitors to identify opportunities and refine their product positioning. Regulatory compliance is essential in ensuring that licenses, documentation, labeling, and packaging meet Georgian standards. Establishing strong local partnerships is also crucial. Working with experienced agents, distributors, and legal advisors can help navigate the market more effectively.

Consumer behavior in Georgia is shaped by factors such as purchasing power and fluctuations in the broader economy, which influence expectations and buying habits. There is strong demand for staple

foods like dairy products (particularly cheese), grains used in pastry-making, vegetables, and potatoes, all of which reflect the central role of traditional Georgian cuisine. When it comes to dietary preferences, key staples include maize and wheat flour (especially baking), beans, vegetables, and walnut paste. Cereals, roots, and tubers are major contributors to dietary energy, while meat, particularly chicken and pork, has grown in popularity due to being more affordable than beef. This shift away from red meat may increase the risk of deficiencies in iron and high-quality protein.

Food accessibility varies widely across Georgia's regions. In urban areas, consumers generally enjoy a wide selection of food options, including supermarkets and specialty shops. However, in rural and mountainous regions, access is more limited, and residents often depend on local markets or bazaars for their food supply. Disparities in access remain a concern, particularly in remote communities where it can be difficult to obtain fresh, nutritious, and varied foods. In many mountainous villages, comprising about 65 percent of Georgia's territory, residents often need to travel to municipal centers to shop. While mobile food vendors serve some of these areas, their reliability is inconsistent, and their prices tend to be higher.

b. LOCAL BUSINESS CUSTOMS & TRENDS

Understanding Georgia's business customs is crucial for building strong relationships. The culture is hierarchical, valuing age, authority, and formality. Handshakes and respectful greetings are standard, and punctuality is expected, especially with senior figures, though flexibility is also appreciated.

Communication tends to be indirect, with non-verbal cues playing a key role. Formality and the use of professional titles are common, and establishing rapport is essential before getting into business. Relationships matter more than quick deals, so patience and trust-building are vital. Decisions are typically made by top management, reflecting the structured nature of Georgian businesses.

Hospitality is central, business ties are often deepened over traditional feasts (*supras*), where gifts and toasting rituals are customary. When visiting homes, modest gifts like wine or flowers are appreciated.

Dress codes are formal and conservative, and holidays such as New Year's and Orthodox Christmas can affect business schedules. Regional festivals may also impact operations, especially in tourism and agriculture. The market is evolving, driven by foreign investment and modernization, especially in the wine industry. Overall, cultural awareness and respect for Georgian traditions greatly enhance business success.

c. GENERAL CONSUMER TASTES & TRENDS

Consumer preferences in Georgia are shaped by a mix of tradition and evolving modern influences. Georgian cuisine plays a central role in daily life, with strong preferences for locally sourced, fresh, and natural ingredients. Staples such as bread (especially made from wheat and maize), cheese, potatoes, beans, and vegetables are highly favored. Traditional dishes like *khachapuri* (cheese-filled bread), *lobio* (bean stew), and *mtsvadi* (grilled meat) remain deeply ingrained in the national diet.

There is a growing awareness and interest in healthy eating, especially in urban areas, with rising demand for organic products, low-fat dairy, fresh fruits, and whole grains. While meat, especially pork and chicken, is widely consumed, there is a slow shift toward plant-based alternatives and balanced diets, partly influenced by global health trends. However, affordability remains a key factor in consumer

decisions, making price-sensitive segments particularly important.

Convenience and quality are also driving modern consumption patterns. Younger consumers and urban families increasingly seek packaged foods, ready-to-eat meals, and international products that fit fast-paced lifestyles. At the same time, Georgian consumers are brand-conscious and value local authenticity, products that highlight Georgian origin, traditional methods, or cultural significance tend to perform well.

Lastly, digital adoption is rising, with more consumers using online platforms for product discovery and shopping, especially in Tbilisi and other major cities. Social media plays a growing role in influencing purchasing decisions, trends, and brand loyalty. Exporters looking to enter the Georgian market should align with these evolving tastes while respecting the country's deep-rooted culinary traditions.

Section III: Import Food Standards, Regulations and Procedures

a. CUSTOMS CLEARANCE AND DOCUMENTS GENERALLY REQUIRED BY THE COUNTRY AUTHORITY FOR IMPORTED FOOD

Importing food into Georgia requires compliance with a structured customs clearance process overseen by the Revenue Service of Georgia and the National Food Agency. Importers must prepare a comprehensive set of documents, beginning with the Customs Declaration Form, submitted electronically, detailing the product description, HS code, value, origin, and importer information. A matching Commercial Invoice and a detailed Packing List are also essential. To verify product origin, a Certificate of Origin is required, especially useful for accessing preferential trade terms like those under the EU's DCFTA. Depending on the type of goods, additional certifications such as a Phytosanitary Certificate (for plant products) and a Veterinary Certificate (for meat, dairy, and other animal-origin items) may be necessary.

Certain food categories also require an Import Permit, and all products must comply with Georgian labeling requirements, including Georgian-language labels that list ingredients, nutritional information, expiration date, and other key details. A Sanitary or Health Certificate may also be required to confirm food safety compliance. Upon arrival, shipments may undergo document checks or physical inspections. Non-compliance, such as incorrect labeling or missing certificates, can result in delays, fines, or shipment rejection. Importers are also responsible for paying applicable customs duties and VAT (typically 18 percent), unless exemptions apply.

To streamline the process and minimize risks, it's advisable to partner with an experienced customs broker or local agent. Consistency and accuracy across all documents are crucial. Finally, keeping up to date with the latest import regulations through the Revenue Service and National Food Agency ensures smoother operations.

b. COUNTRY LANGUAGE LABELING REQUIREMENTS

Importing agricultural products into Georgia requires strict compliance with Georgian-language labeling regulations, especially for processed food items sold in the local market. Labels must be in Georgian and include essential product details to ensure consumer safety and regulatory approval.

Key labeling requirements include: the product name, a complete ingredients list (in descending order

by weight), nutritional information, any allergen warnings, net quantity, date markings (production and expiration), storage conditions, and manufacturer/importer contact details.

Accurate translation and adherence to these standards are vital, as non-compliance can lead to import delays, fines, or shipment rejections. To stay updated, it's recommended to consult with Georgia's National Food Agency or the Revenue Service, as labeling rules may change over time.

c. TARIFFS & FOREIGN TRADE AGREEMENTS (FTAs)

Georgia maintains an open and liberal trade regime, supported by low tariffs and a broad network of Free Trade Agreements (FTAs) that facilitate international trade. As of 2023, the country's Most Favored Nation (MFN) applied tariff rate averages just 1.5 percent, with a trade-weighted average of 2.0 percent. Impressively, 87.2 percent of tariff lines are duty-free under the MFN framework. In its commitments to the World Trade Organization (WTO), Georgia has a bound average tariff rate of 7.1 percent, with all tariff lines bound and 24.9 percent of them duty-free.

To further enhance trade, Georgia has signed multiple FTAs with key global partners. The Deep and Comprehensive Free Trade Area (DCFTA) with the European Union provides Georgian exporters with preferential access to the EU market. Georgia also maintains agreements with the European Free Trade Association (EFTA) including Iceland, Liechtenstein, Norway, and Switzerland, as well as China, Hong Kong, and Turkey, promoting tariff reduction and trade facilitation. Additionally, Georgia has free trade arrangements with several Commonwealth of Independent States (CIS) countries, including Armenia, Ukraine, and Kazakhstan, based on the 1994 agreement establishing a CIS Free Trade Area. Altogether, these agreements reflect Georgia's strategic commitment to global trade integration, economic openness, and the creation of favorable conditions for exporters and foreign investors alike.

Georgia does not have a formal FTA with the United States. It previously benefitted from the U.S. Generalized System of Preferences (GSP), which allowed duty-free access for certain Georgian goods. However, the GSP expired at the end of 2020 and since then has been pending Congressional renewal.

d. TRADEMARKS & PATENTS

In Georgia, intellectual property rights, such as trademarks and patents, are regulated by national legislation and overseen by the National Intellectual Property Center of Georgia, known as Sakpatenti. Trademarks, which may consist of words, designs, shapes, or combinations thereof, must be registered with Sakpatenti to be legally protected. The registration process includes application submission, examination, and, if successful, results in a certificate valid for ten years, renewable indefinitely. Patents, which grant inventors exclusive rights to their inventions, require applicants to demonstrate novelty, inventiveness, and industrial applicability through a similar evaluation process. Patent protection typically lasts for 20 years from the filing date. Georgia's participation in international agreements like the Paris Convention and the Patent Cooperation Treaty (PCT) streamlines the process for foreign applicants. Due to the legal complexity, it is recommended to seek professional legal assistance to ensure full compliance and protection.

Section IV: Market Sector Structure and Trends

a. SUPPLY CHAIN & PRODUCT FLOW

The supply chain for imported consumer-oriented agricultural products in Georgia is a structured, multi-

stage process designed to ensure regulatory compliance and efficient nationwide distribution. Imports typically enter through major ports like Poti or Batumi, or via land borders, where customs clearance is handled by the Revenue Service and National Food Agency, verifying documents such as certificates of origin and health standards. Once cleared, goods move to logistics hubs, often near cities like Tbilisi, for storage and quality checks, especially crucial for perishables requiring cold chain logistics. From there, importers and distributors supply products to major retailers, specialty stores, and the HORECA sector. Retail items must include Georgian-language labels, meeting consumer information and legal standards. Urban consumer demand for high-value, organic, and premium products continues to drive imports, emphasizing the importance of quality, compliance, and reliable distribution in Georgia’s dynamic food market.

Using a local agent such as an importer, distributor, or commission-based trader is an effective way to export to Georgia, as they bring valuable market knowledge and connections with key buyers in retail, processing, and food service sectors. A good representative can also assist with navigating import regulations, choosing logistics routes, understanding local business customs, and initiating sales efforts.

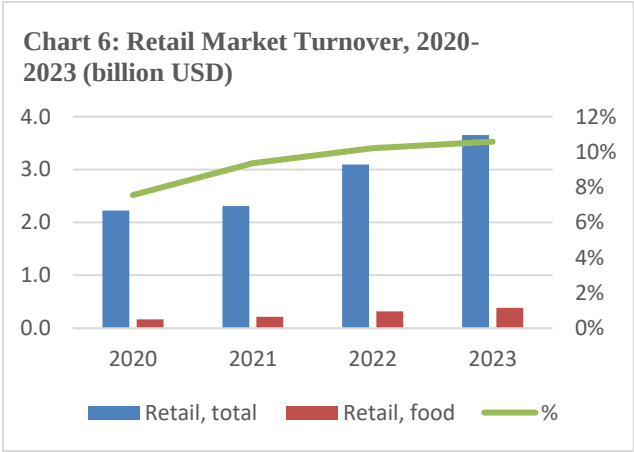
b. RETAIL FOOD SECTOR

Georgia’s retail food sector has undergone significant transformation over the past decade, shifting from traditional open-air markets to a more modern, structured retail environment. While traditional bazaars and neighborhood shops still play a crucial role, especially in rural areas, the urban retail landscape is increasingly dominated by supermarkets, hypermarkets, and convenience stores. Tbilisi, Batumi, and Kutaisi are home to most of these modern outlets.

As of 2024, Georgia's food retail market is led by Daily Group, holding the largest market share at 27.6 percent, following a major merger of several chains including Spar, Ioli, Kalata, Gvirila, and Magniti. Ori Nabiji and Nikora follow with 17.0 percent and 16.4 percent market shares, respectively. Other key players include Carrefour, with 95 outlets and \$2.75 million in net profit in 2023; Agrohub, known for organic products; and chains like Fresco, Goodwill, and Libre, all contributing to a dynamic and competitive food retail landscape in Georgia.

The sector has seen growing demand for healthy, organic, and premium food items, reflecting a shift in consumer preferences, particularly among younger and urban populations. E-commerce and food delivery services have also started gaining traction, especially after the COVID-19 pandemic, enabling online grocery shopping and home delivery of meals and food products.

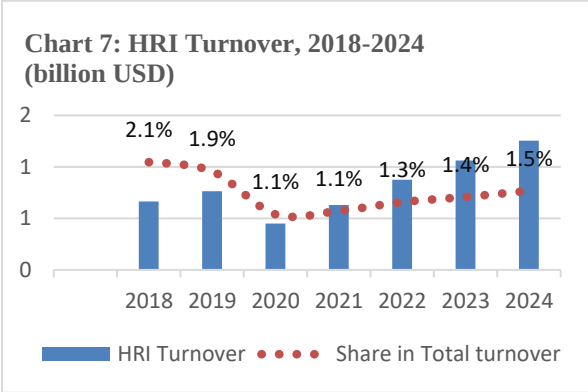
Despite modernization, logistical and cold chain challenges persist, especially for perishable goods. Investment in infrastructure and digital solutions continues to improve the efficiency of supply and distribution networks. Additionally, foreign food brands entering Georgia must comply with Georgian labeling regulations, and having strong relationships with local distributors or retail chains is often essential for market entry and success.



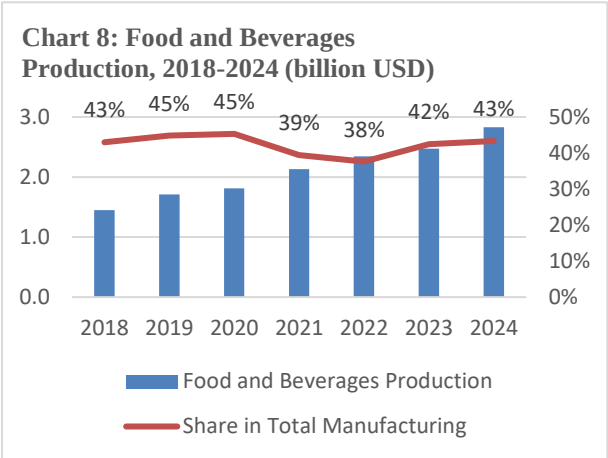
Source: National Statistics Office of Georgia

c. HOTEL, RESTAURANT, INSTITUTIONAL (HRI) FOOD SERVICE SECTOR

Georgia’s Hotel, Restaurant, and Institutional (HRI) food service sector is experiencing steady growth, supported by a robust tourism industry, expanding urban centers, and a middle class with evolving tastes. Major cities like Tbilisi, Batumi, and Kutaisi serve as key HRI hubs, attracting both local patrons and international travelers. Global hotel chains operating in Georgia, such as Marriott and Radisson Blu, seek high-quality food supplies, often relying on trusted distributors to meet regulatory and quality standards. Likewise, the restaurant and café scene is diverse, ranging from traditional Georgian dining to international fusion, creating rising demand for specialty, organic, and health-conscious food products. Institutional buyers, including hospitals and schools, also contribute to market demand through public tenders focused increasingly on nutritional standards. For foreign exporters, Georgia’s HRI sector offers valuable opportunities, especially for those who can deliver differentiated products while meeting local compliance requirements and forging strong partnerships with local agents.



d. FOOD PROCESSING SECTOR Georgia’s food processing sector is a vital part of the country’s agricultural economy, supported by abundant local resources such as fruits, vegetables, grains, dairy, and meat. Dominated by small and medium-sized enterprises⁵, the industry produces a variety of goods including wine, juices, canned products, dairy, and baked items. As urbanization and consumer demand for convenience grow, the sector is gradually modernizing through investments in food safety, packaging, and technology. Opportunities exist for foreign partners to supply ingredients, equipment, and expertise, especially for those aligned with international quality standards.



Source: National Statistics Office of Georgia

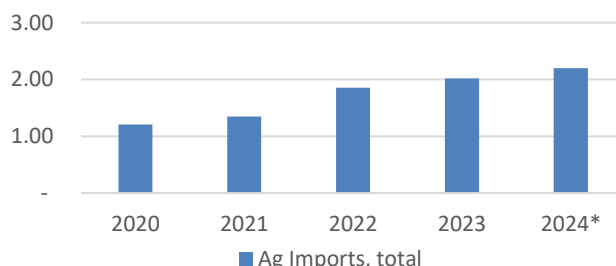
⁵ Size of enterprises determined by the following methodology:
Large size enterprise is an enterprise, where average annual number of employed exceeds 249 persons and/or volume of average annual turnover - 60 million GEL. Medium size enterprises are all enterprises of organizational-legal form, where average annual number of employed ranges from 50 to 250 persons and average annual turnover – from 12 million to 60 million GEL. Small size enterprises are all enterprises of organizational-legal form, where average annual number of employed does not exceed 50 persons and average annual turnover - 12 million GEL.

Section V: Agricultural and Food Imports

a. AGRICULTURAL & FOOD IMPORT STATISTICS

Georgia's top imported consumer-oriented agricultural products reflect both the country's dietary preferences and food processing needs. Key import categories include sugars and sugar confectionery, which are widely used in both household consumption and the food industry. Preparations made from cereals, flour, starch, and milk are also in high demand, supporting Georgia's strong baking and pastry traditions. Dairy products, eggs, honey, and other edible animal products remain essential imports, supplementing domestic production. Beverages, including alcoholic and non-alcoholic drinks, are a major import segment as well, catering to diverse consumer preferences in urban and tourist-centric areas. Additionally, Georgia imports a variety of edible fruits, nuts, citrus peels, and melons, particularly during off-season periods. Other notable import categories include cereals, cocoa preparations, residues and animal fodder for livestock, and a range of vegetable and animal fats and oils.

Chart 9: Georgia's Total Agricultural Imports, 2020-2024 (billion USD)



Source: National Statistics office of Georgia. *Preliminary Data

b. BEST HIGH-VALUE, CONSUMER-ORIENTED PRODUCT PROSPECTS

Georgia's evolving consumer preferences and expanding retail and HRI sectors create strong demand for high-value, consumer-oriented agricultural products. Among the top prospects are premium dairy products, such as specialty cheeses, yogurts, and lactose-free items, which are increasingly sought after in urban areas. Processed and packaged foods, including ready-to-eat meals, organic snacks, and healthy convenience foods, also show growing market potential due to busier lifestyles and rising health awareness.

Fresh fruits and vegetables, especially off-season or exotic varieties, are in demand among high-end retailers and restaurants. Likewise, nuts, dried fruits, and gourmet condiments such as sauces, dressings, and spreads appeal to both domestic consumers and tourists. The market also presents opportunities for gluten-free, vegan, and organic products, as niche dietary trends gain popularity.

In beverages, wine-related accessories, craft spirits, juices, and functional drinks (like vitamin waters or plant-based beverages) are gaining traction. Foreign exporters with high-quality, differentiated, and well-branded products, especially those who comply with Georgian labeling and food safety regulations, can find a promising and receptive market in Georgia's growing consumer segment.

Helpful graphs: [Foreign Trade](#), [Main Economic Indicators](#)

Section VI: Key Contacts and Further Information

Table 3: Useful Links to Government & Industry Organizations

Ministry of Finance of Georgia	Georgia in International Ratings
Revenue Service of Georgia	Enterprise Georgia
National Food Agency of Georgia	Invest in Georgia
Ministry of Environmental Protection and Agriculture of Georgia	Ministry of Economy and Sustainable Development of Georgia
Sakpatenti (National Intellectual Property Center of Georgia)	U.S. Embassy in Georgia – Foreign Agricultural Service
Georgian Chamber of Commerce and Industry	Geostat – National Statistics Office of Georgia

Table 4: Post contact information:

Agricultural Affairs Office United States Department of Agriculture U.S. Embassy Tbilisi 29, Georgian-American Friendship Ave., Tbilisi 0131, Georgia	Phone: +995 32 277000 Email: agtbilisi@usda.gov https://ge.usembassy.gov/business/
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Attachments:

[US to Georgia BICO Report.pdf](#)