Consumer Prices

in Georgia, 2011–2026

The Great Price Divergence: how food grew dearer while technology grew cheaper

Over fifteen years the price of a lemon in Georgia rose elevenfold, while a computer lost more than half its price. This report shows that prices did not simply rise. They split in two.

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Introduction: one number that hides a lot

When we talk about inflation we usually name a single number, an average for the whole economy. That average is exactly what hides the most interesting part. National Statistics Office of Georgia (Geostat) tracks 305 individual products every month, from rice and beef to skirts, smartphones and gold rings.

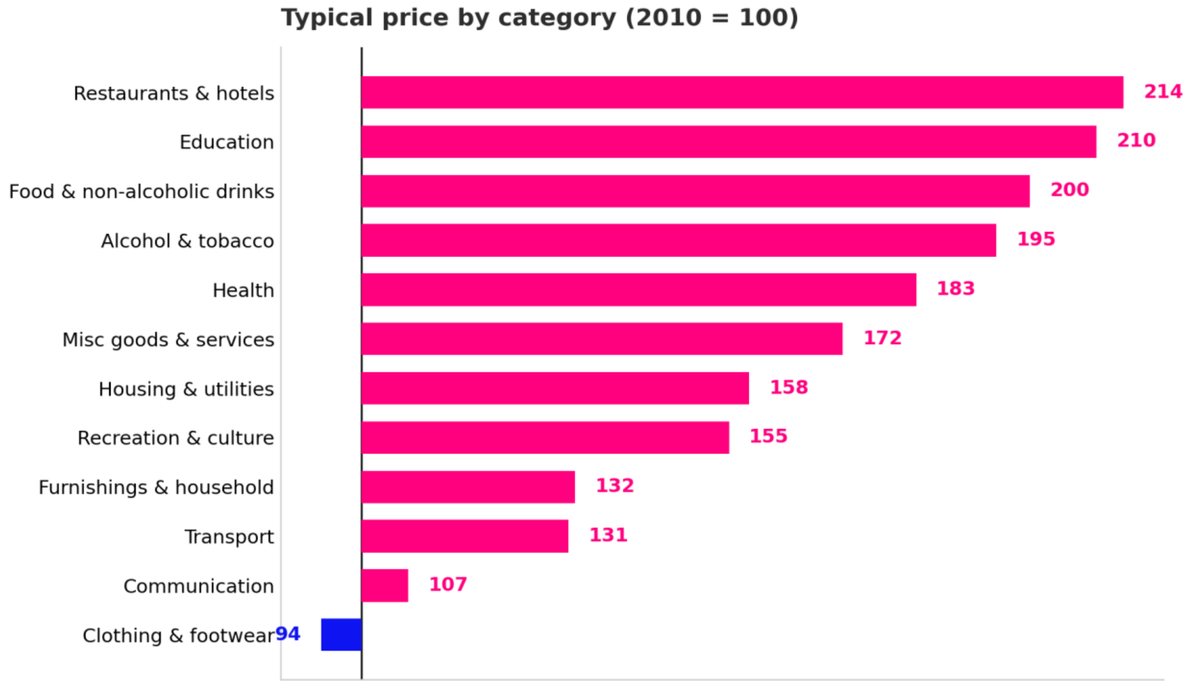
Chain those monthly movements together across fifteen years and a far stranger picture appears. Prices did not simply rise. They drifted apart from one another.

Since the start of 2011, 263 of the 306 tracked products have become more expensive. That much was expected. The surprise is the other 43: items that cost less today than they did fifteen years ago. They are not scattered at random. They cluster almost entirely in two corners of the basket, the wardrobe and the electronics shelf.

263	**43**	**11×**	**59%**
products grew dearer	products grew cheaper	rise in the price of lemons	fall in the price of a PC

The category picture: where each basket sits

Group the products into the twelve standard categories and the divergence is immediate. The typical restaurant meal, school fee and food item has roughly doubled since 2011. The typical phone bill has barely changed. And the typical item of clothing has fallen below where it began.



Median product in each category · December 2010 = 100

Table 1 also counts individual products. It shows how many items grew dearer and how many grew cheaper in each category. The result is clear: clothing and footwear is the only category where cheaper items outnumber dearer ones.

Table 1. Category overview, 2011 to 2026

Category	Items	Typical price*	Dearer	Cheaper
Food and drink	92	**200**	89	3
Alcohol and tobacco	6	**195**	6	0
Clothing and footwear	43	**94**	17	26
Housing and utilities	16	**158**	16	0
Furnishings and household	37	**132**	33	4
Health	19	**183**	19	0
Transport	20	**131**	16	4
Communication	5	**107**	4	1
Recreation and culture	31	**155**	26	5
Education	5	**210**	5	0
Restaurants and hotels	6	**214**	6	0
Misc goods and services	26	**172**	26	0

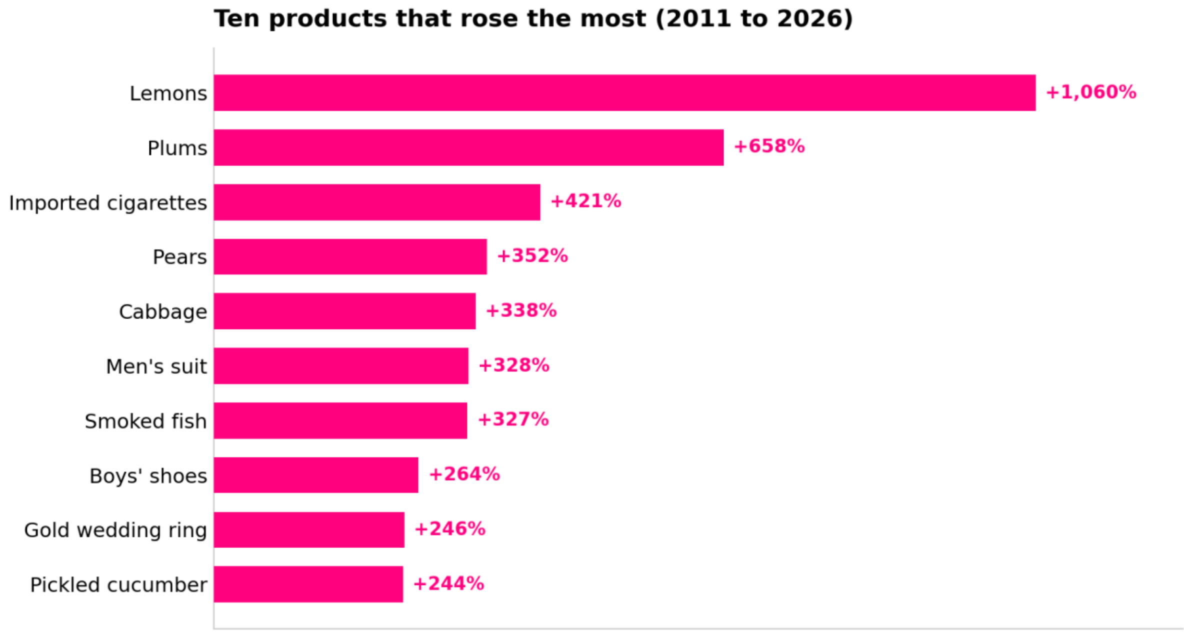
** 2010 = 100. For example, 200 means the typical product doubled in price.*

Cheaper clothing is not a Georgian quirk

> Of 43 garments and shoes, 26 are cheaper today than in 2011. This is the local face of a global shift: clothing manufacturing spread across Asia and competition pushed prices down year after year. The same force shows up in electronics.

The risers: the prime suspect is the fruit bowl

At the top of the table sits an unlikely champion. The price of lemons has risen more than tenfold since 2011, and at its 2025 peak the index stood roughly 17 times its starting level. Plums, pears and cabbage are not far behind. Fresh produce dominates the leaderboard of risers. It is a reminder that the goods most exposed to weather and harvests are also the ones whose prices run hottest.



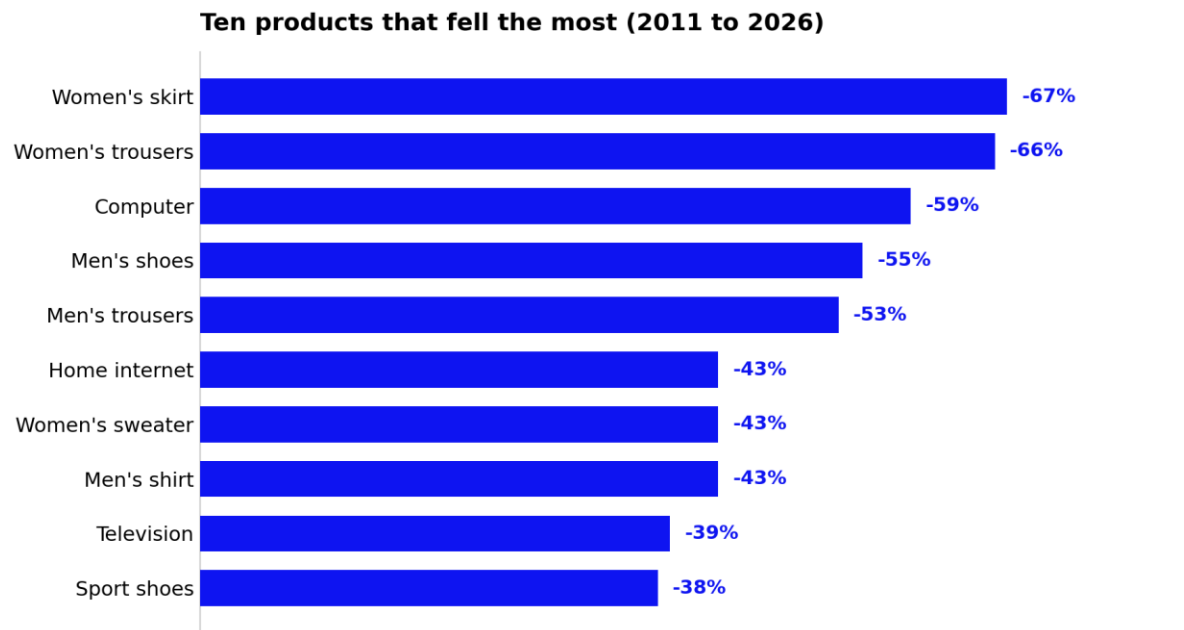
Ten products that rose the most, total price change 2011 to 2026

Not everything at the top is food. Imported filter cigarettes have more than quintupled. Here the driver is policy rather than the market, because successive rises in tobacco excise tax were designed to push the price up. A gold wedding ring has more than tripled, tracking the global gold price. A man's suit is a rare exception, the one clothing item that sits with the risers rather than the fallers.

> **Why did lemons rise elevenfold?**
> Lemons are almost entirely imported and belong to a small, unstable market. A weaker lari, logistics costs and harvest swings together make their price extremely sensitive. In autumn 2025 the index reached roughly 17 times its starting level, one of the sharpest jumps in the whole basket.

The fallers: the wardrobe and the gadget drawer

At the other end the declines are steep and strikingly consistent. The biggest faller is the women's skirt, down by two thirds. Trousers, shirts, sweaters and shoes follow close behind. Then come the machines: computers fell 59 percent, televisions and sport shoes fell sharply, and the monthly home internet bill fell 43 percent as connections became faster and cheaper at the same time.



Ten products that fell the most, total price change 2011 to 2026

For a shopper, these two charts explain a feeling the headline rate never captures. Some things, a phone, a laptop, a new shirt, quietly keep getting better value, even as the weekly food shop creeps relentlessly upward. Both are true at once.

The main conclusion is simple. Fresh produce dominates the risers, while factory made goods dominate the fallers. The real story of fifteen years of Georgian prices is this split between the field and the factory.

The vegetable rollercoaster: price volatility

Cumulative change is only half the picture. The other half is volatility, how violently a price jumps from one month to the next. Here produce leads again, but for a different reason. The most unstable prices in the whole basket belong to watermelon, tomato paste, pickles and potatoes, goods whose price can leap or collapse by a third in a single month.

Table 2. The most volatile and the most stable prices

Most volatile	Swing*	Most stable	Swing*
Watermelon	32.6	Mineral water	1.1
Tomato paste	32.1	USB flash drive	1.1
Pickles	30.9	Razor blade	1.0
Potatoes	27.2	Computer	0.9
Garlic	24.3	Pen	0.7
Beetroot	23.4	Shampoo	0.7

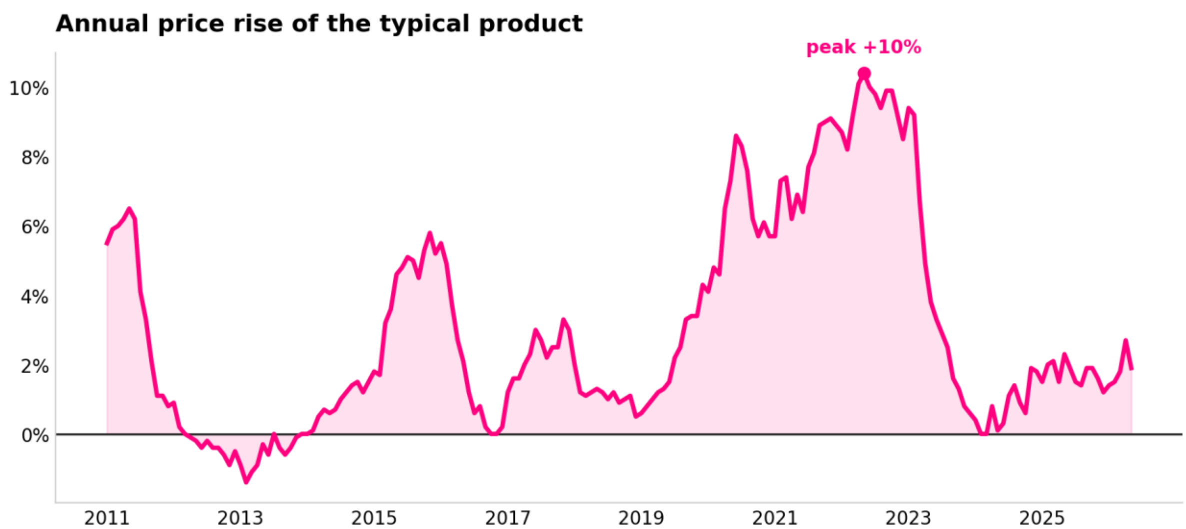
** Standard deviation of the monthly change. The larger it is, the more the price jumps.*

Why the market feels unpredictable

A bottle of shampoo barely changes from month to month, while a watermelon is a different price almost every time you buy it. That is why a grocery bill can feel unpredictable even in a low inflation year. The swings are real, they just cancel out over time.

The wave that came and went

Step back from individual products and track the typical item month by month, and Georgia's recent inflation story comes into focus. For most of the 2010s the typical product rose by only one or two percent a year. Then came the post pandemic shock: supply chains snarled, energy and grain prices spiked after the war in Ukraine, and through 2021 and 2022 the typical product was climbing at close to nine percent a year.

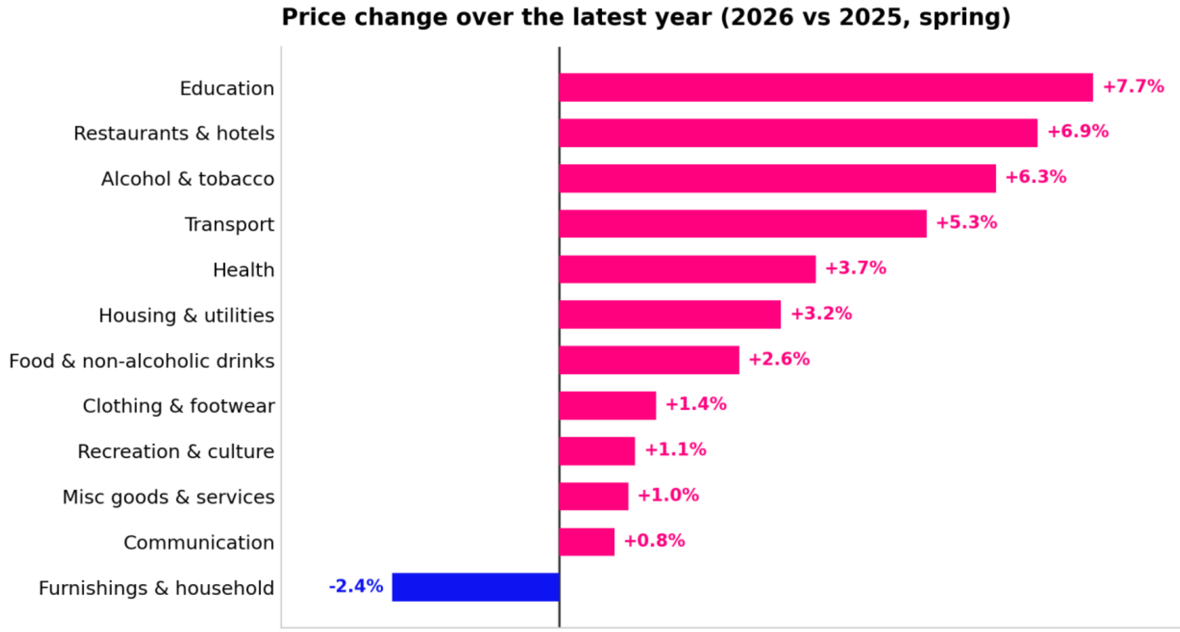


Median year on year price change across all products, by month

What is striking is how cleanly the wave broke. By 2023 the rate had returned to the calm of the previous decade, and it has stayed there since. The surge that dominated headlines for two years now reads in the data as a sharp but passing spike. Prices stayed permanently higher, yet they no longer race.

Where prices are heading now

The latest data, comparing spring 2026 with spring 2025, shows an economy that has largely cooled, though unevenly beneath the surface. The heat has moved out of the supermarket and into services. Education and eating out are now among the fastest risers, alongside another round of tobacco and transport increases, while household furnishings are drifting slightly lower.



Price change over the latest year, typical product by category · 2026 vs 2025, spring

What it means for your wallet

Strip away the charts and the categories, and the lived experience comes down to a few lines on a receipt. Since 2011 a loaf of wheat bread has roughly doubled. Eggs rose about 116 percent, sugar about 112 percent, a tank of petrol nearly 89 percent. Against all of that, the laptop on the desk costs 59 percent less than its equivalent did back then, and the home internet carrying these words is 43 percent cheaper.

Table 3. The fifteen year receipt, everyday goods

Everyday item	Price change since 2011	Verdict
Wheat bread 🍞	**+100%**	dearer
Eggs 🥚	**+116%**	dearer

Everyday item	Price change since 2011	Verdict
Sugar 🧂	+112%	dearer
Petrol ⛽	+89%	dearer
Diesel 🚚	+100%	dearer
Potatoes 🥔	+45%	dearer
Computer 💻	59%	cheaper
Home internet 🌐	43%	cheaper

Conclusion

This is the quiet logic beneath fifteen years of Georgian prices. The things you eat grew dearer. The things you plug in grew cheaper. And the average of the two, the single inflation number, was never the whole truth. In the years ahead the main question will be whether services, education, restaurants and health care, can keep the heat while the price of goods stays under the pressure of global competition.

> 📊 **Methodology**
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> The figures come from the National Statistics Office of Georgia (Geostat) detailed consumer price indices, covering 305 individual products from January 2011 to May 2026.
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> Monthly price movements were chained together to estimate each product's total price change over the period (December 2010 = 100).
>
> The typical (median) figures describe the spread of price behaviour across goods. They are a storytelling lens, not the official headline inflation rate, which weights each item by how much households actually spend on it. The per product changes themselves are Geostat's own published indices.

Bibliography

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