

NATIONAL STATISTICS OFFICE OF GEORGIA

INNOVATION ACTIVITY OF ENTERPRISES 2025



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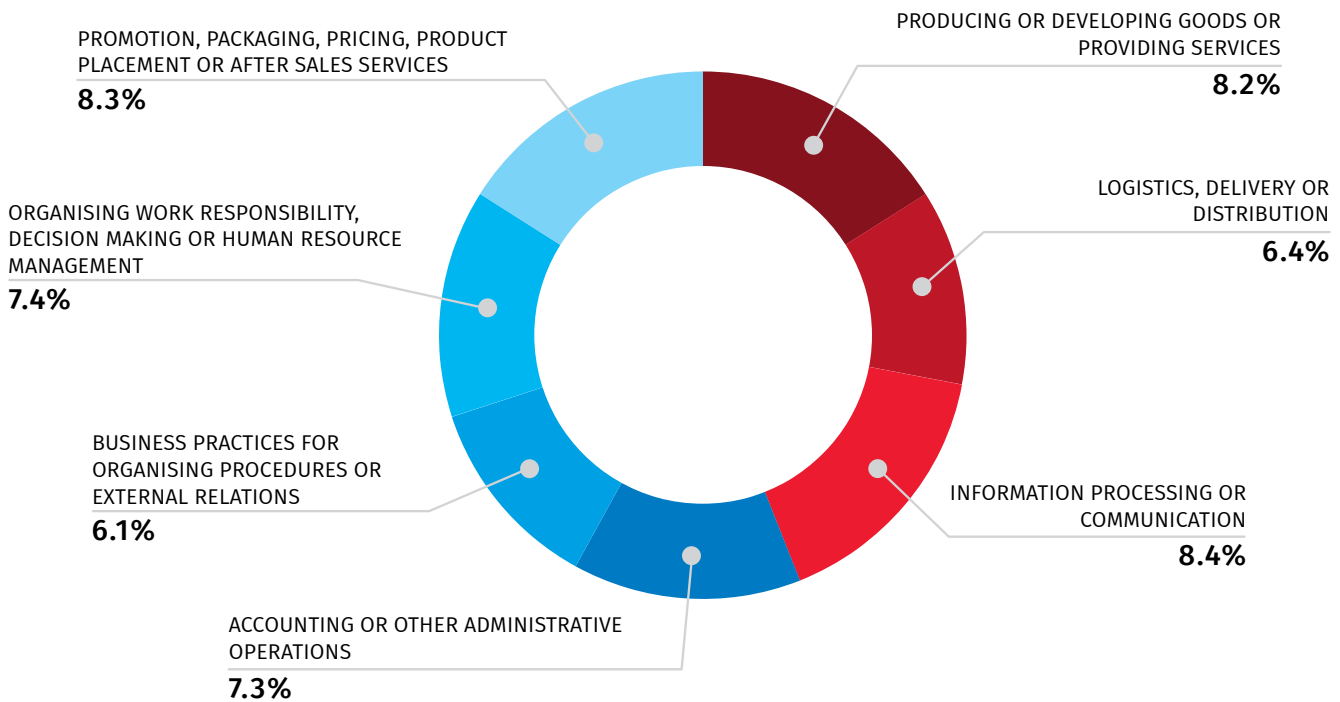
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**INNOVATION ACTIVITIES OF ENTERPRISES
(2025)**

According to survey results, in 2025, 7.6 percent of enterprises introduced new or significantly improved goods on the market, while share of enterprises, that introduced new or significantly improved service during this period, was 7.9 percent. Innovations of goods and services in most cases were originally developed by the enterprises themselves (accordingly 69.1 percent and 61.5 percent). 65.2 percent of implemented innovations were new to enterprises, while 34.8 percent were new to market.

The percentage distribution of innovations of new or significantly improved business processes introduced by enterprises are presented in the chart below:

**THE SHARE OF ENTERPRISES THAT HAVE INTRODUCED INNOVATIONS
IN BUSINESS PROCESSES BY METHODS, 2025**



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Innovations of business processes in 82.5 percent of cases were originally developed by the enterprises. In 23.8 percent of cases innovations of business processes were developed with other enterprises or organisations, 23.6 percent were developed by enterprises by adapting or modifying goods/services originally developed by other enterprises or organisations, and 18.5 percent were developed by other enterprises or organisations.

According to economic activity strategies, focusing on high quality was rated at high degree of importance by 45.9 percent of enterprises, 35.9 percent of enterprises rated focusing on improving existing goods/services at high degree of importance, while 36.6 percent of enterprises rated focusing on satisfying established customer groups at high degree of importance.

According to business environment assessment, the main challenge was price increases in goods and services, which leads to the loss of customers.

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