

## **Staple Foods in Ethiopia**

Market Direction | 2022-12-22 | 42 pages | Euromonitor

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### **Report description:**

Retail volume sales of staple foods in Ethiopia are dominated by bread, with rice accounting for most of the remainder. Demand for breakfast cereals, processed meat, seafood and alternatives to meat and particularly processed meat and vegetables remains limited to a relatively small number of affluent urban dwellers. Since the onset of the pandemic, rice has significantly outperformed bread in terms of retail volume sales growth, as the unit price of the former has been somewhat more stable.

Euromonitor International's Staple Foods in Ethiopia 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 2017-2021, 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 2026, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Staple Foods 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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reliable information resources to help drive informed strategic planning.

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