

## **Staple Foods in Uganda**

Market Direction | 2023-12-21 | 46 pages | Euromonitor

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### **Report description:**

In 2023, Uganda's staple food landscape has witnessed shifts as consumers favour smaller pack sizes, aligning with cost-conscious preferences. Retailers respond by importing compact versions of multinational brands, catering to the demand for affordability. Yet, overall staple prices, especially imports, have surged due to ongoing COVID-19 repercussions and inflation in essential goods like fuel and wheat flour. Economic factors shape the evolving choices in the country's staple food consumption...

Euromonitor International's Staple Foods in Uganda 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 2018-2022, 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 2027, 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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