

## **Rice, Pasta and Noodles in Colombia**

Market Direction | 2024-11-04 | 24 pages | Euromonitor

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### **Report description:**

In 2024, rice, pasta, and noodles benefited from an increasing preference for home cooking due to the rising cost of living and stable prices during the reviewed period. Despite the cost-effectiveness of larger packs, consumers continue to prefer smaller, more convenient options, such as 1kg or 2kg packs of rice. Even though loyalty to branded manufacturers remains strong, in 2024, consumers have demonstrated a rising preference for private label products, driven by affordability considerations.

Euromonitor International's Rice, Pasta and Noodles in Colombia 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Noodles, Pasta, Rice.

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

Why buy this report?

- \* Get a detailed picture of the Rice, Pasta and Noodles 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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**Table of Contents:**

Rice, Pasta and Noodles in Colombia  
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List Of Contents And Tables

**RICE, PASTA AND NOODLES IN COLOMBIA**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Demand for rice, pasta and noodles benefits from the increase in home cooking

Private label offerings bolster the performance of dried pasta in 2024

The interest in Asian inspired food boosts sales of instant noodles

**PROSPECTS AND OPPORTUNITIES**

Instant noodles gain ground as consumers reach for convenient pouch-format products

Rice posts positive growth as consumers reach for innovation and tradition

Organic and gluten-free options become more commonplace in pasta

**CATEGORY DATA**

Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024

Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2019-2024

Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024

Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024

Table 6 NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024

Table 7 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024

Table 8 NBO Company Shares of Rice: % Value 2020-2024

Table 9 LBN Brand Shares of Rice: % Value 2021-2024

Table 10 NBO Company Shares of Pasta: % Value 2020-2024

Table 11 LBN Brand Shares of Pasta: % Value 2021-2024

Table 12 NBO Company Shares of Noodles: % Value 2020-2024

Table 13 LBN Brand Shares of Noodles: % Value 2021-2024

Table 14 Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024

Table 15 Distribution of Rice by Format: % Value 2019-2024

Table 16 Distribution of Pasta by Format: % Value 2019-2024

Table 17 Distribution of Noodles by Format: % Value 2019-2024

Table 18 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029

Table 19 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029

Table 20 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029

Table 21 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

**STAPLE FOODS IN COLOMBIA**

**EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

**MARKET DATA**

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Table 22 Sales of Staple Foods by Category: Volume 2019-2024  
Table 23 Sales of Staple Foods by Category: Value 2019-2024  
Table 24 Sales of Staple Foods by Category: % Volume Growth 2019-2024  
Table 25 Sales of Staple Foods by Category: % Value Growth 2019-2024  
Table 26 NBO Company Shares of Staple Foods: % Value 2020-2024  
Table 27 LBN Brand Shares of Staple Foods: % Value 2021-2024  
Table 28 Penetration of Private Label by Category: % Value 2019-2024  
Table 29 Distribution of Staple Foods by Format: % Value 2019-2024  
Table 30 Forecast Sales of Staple Foods by Category: Volume 2024-2029  
Table 31 □Forecast Sales of Staple Foods by Category: Value 2024-2029  
Table 32 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029  
Table 33 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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