

## **Rice, Pasta and Noodles in South Africa**

Market Direction | 2024-12-10 | 27 pages | Euromonitor

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### **Report description:**

As the price of wheat continues to increase, some South Africans have been reducing their bread consumption, leading to a stronger switch to other staple foods such as rice, as the latter can stretch further for the same cost; for instance, the amount of rice that can be purchased for ZAR20 is often sufficient for several meals, while one loaf of bread typically costs the same and would last many families just one day.

Euromonitor International's Rice, Pasta and Noodles in South Africa 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.

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Rice remains popular staple food in South African households due to affordability

Rising costs lead to fewer promotions and lost share

Supermarkets strengthens dominance as distribution channel

#### PROSPECTS AND OPPORTUNITIES

Home-cooking trend and leftovers culture expected to remain relevant

Price pressure on rice to potentially ease as India removes ban on exports and source markets report good yields

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