Rice, Pasta and Noodles in Latin America

February 2023

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REGIONAL OVERVIEW

Latin America records the most dynamic CAGRs over the 2017-2022 period

Latin America returns to positive growth in 2022 after seeing falling demand in 2021

Major demand spike seen for rice in Brazil in 2020

Noodles enjoying strong growth in the Brazilian market

Chilled, frozen and plain noodles remain very minor products in Latin America

Rice, pasta and noodles offer affordable meal solutions at a time of rising prices

Modern grocery retailers lead overall regional sales of rice, pasta and noodles…

…but small local grocers still the biggest individual channel

LEADING COMPANIES AND BRANDS

Lack of concentration regionally due to fragmented nature of rice in Brazil

Nissin Foods benefiting from the dynamism of instant noodles in Brazil

Brazil the most important market for most of the top 10 players

Noodles brands Nissin and Maruchan lead the regional rankings

FORECAST PROJECTIONS

Positive growth expected for rice, pasta and noodles over the forecast period

Noodles expected to be the most dynamic product area over the forecast period

Product price and soft drivers key to growth in the forecast period

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Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

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Brazil: Competitive and Retail Landscape

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