

# Rice, Pasta and Noodles in South Africa

November 2023

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## Rice, Pasta and Noodles in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

Private label continues to gain ground from brands due to rising cost of living

Supermarkets remains dominant, but smaller distribution channels gain ground

#### PROSPECTS AND OPPORTUNITIES

Subdued retail performance for dried pasta as prices remain elevated

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Home cooking and leftovers culture expected to remain relevant

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