

# Rice, Pasta and Noodles in Latin America

February 2023

**Table of Contents** 

## INTRODUCTION

Scope Key findings

## 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

#### COUNTRY SNAPSHOTS

Argentina: Market Context Argentina: Competitive and Retail Landscape Bolivia: Market Context Bolivia: Competitive and Retail Landscape Brazil: Market Context Brazil: Competitive and Retail Landscape Chile: Market Context Chile: Competitive and Retail Landscape Colombia: Market Context Colombia: Competitive and Retail Landscape Costa Rica: Market Context Costa Rica: Competitive and Retail Landscape Dominican Republic: Market Context Dominican Republic: Competitive and Retail Landscape Ecuador: Market Context Ecuador: Competitive and Retail Landscape Guatemala: Market Context Guatemala: Competitive and Retail Landscape Mexico: Market Context Mexico: Competitive and Retail Landscape Peru: Market Context Peru: Competitive and Retail Landscape Uruguay: Market Context Uruguay: Competitive and Retail Landscape

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