



Staple Foods in Kuwait

January 2026

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EXECUTIVE SUMMARY

Rising costs and changing consumer habits impact staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising prices support value growth in staple foods

Rising health awareness boosts demand for “better for you” staples

Evolving retail dynamics play key role in widening access to staple foods

WHAT'S NEXT?

Population growth and moderating inflation will support demand

Health and wellness will drive product innovation

Plant-based options will gain traction

COMPETITIVE LANDSCAPE

Americana Group leads staple foods sales

Livestock Transport & Trading Co and Almarai gain traction

CHANNELS

Hypermarkets is key channel for staple foods distribution

Convenience retailers and e-commerce, while growing in popularity, remain niche channels

Strong logistics and digital marketing underpin staple food distribution

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2025 Development

Bread dominates as health and affordability shape demand

Industry Performance

Traditional flat bread dominates sales

Unpackaged cakes leads growth

What's Next?

Rising health consciousness could impact baked goods

Shift towards more natural, nutritious offerings

Rising ingredient costs to weigh on cakes and pastries

Competitive Landscape

Kuwait Flour Mills & Bakeries Co leads through broad portfolio

Al Faysal Group and Almarai lead growth

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Hypermarkets lead sales

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Children's breakfast cereals sees fastest growth

What's Next?

Modest growth for breakfast cereals

Health and wellness trend will impact new product development

Fluctuating global commodity prices could impact retail volumes

Competitive Landscape

Cereal Partners Worldwide maintains its lead

Basamh Marketing Co benefits from shift towards regional players

Channels

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Key Data Findings

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Industry Performance

Demand for processed meat and seafood remains resilient, while plant-based diets have yet to enter the mainstream

Frozen processed poultry leads value growth

What's Next?

Steady growth expected, assisted by moderating prices

Health and wellness trends will impact new product development

Competitive landscape will remain unchanged

Competitive Landscape

Leader Americana Group invests in expanding its portfolio

Livestock Transport & Trading Co gains traction through portfolio expansion

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Industry Performance

Rising prices of fresh fruit and vegetables drive growth of processed offerings

Frozen fruit sees fastest growth

What's Next?

Future growth will be supported by lifestyle trends

Affordability will remain key differentiator

Future demand will be supported by health trends

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Industry Performance

Demand remains resilient, despite price increases

Rice is key driver of growth

What's Next?

Population growth and price controls to support demand

Pasta will spearhead introduction of healthier variants

Convenience will drive innovation

Competitive Landscape

Jassim Al Wazzan benefits from widespread availability in retail outlets

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Channels

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