



Euromonitor
International

Staple Foods in Laos

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Staple Foods in Laos

EXECUTIVE SUMMARY

As food inflation and cost-of-living pressures continue, affordability remains a priority

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising demand for convenient and ready-to-eat products

Private label gains ground

Expansion of convenience stores

WHAT'S NEXT?

Growth driven by population growth, urbanisation, and evolving consumer lifestyles

Challenge of strong price sensitivity, rising production costs and limited distribution in rural areas

E-commerce growth as digital platforms expand and logistics services improve

COMPETITIVE LANDSCAPE

Royal Food leads, closely followed by Charoen Pokphand Produce

Dynamic companies respond quickly to changing consumer needs

CHANNELS

Traditional channels remain the backbone of staple foods distribution

Significant expansion of 7-Eleven stores

E-commerce potential in urban areas

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2025 Developments

Packaged baked goods remains a developing category in 2025

Industry Performance

Fresh bakery products continue to dominate

Growth supported by urbanisation and expansion of convenience stores

What's Next?

Urbanisation, changing lifestyles and the expansion of convenience stores ensure future growth

Steady expansion of healthier options in urban areas
Adoption of greener packaging solutions as sustainability concerns rise in urban areas
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Breakfast cereals remains a niche category of staple foods

Industry Performance

Urbanisation and rising demand for convenient breakfast options fuel volume growth

High prices and limited consumer awareness constrain category expansion

What's Next?

Positive future linked to convenience, increasing affordability and educational marketing

Health and wellness trend to shape consumer choices

Competitive Landscape

Nestlé leads, offering a wide range of products and multiple pack sizes

Younger Farm increasingly popular among young, urban, health-conscious consumers

Channels

Increasing visibility and accessibility of cereals

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Key Data Findings

2025 Developments

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Industry Performance

Urbanisation and the expansion of modern grocery retailers support volume growth

What's Next?

Convenience and the expansion of modern retailers as key drivers of growth

Focus on pricing flexibility, smaller pack sizes and consumer education to drive demand

Health-consciousness to increasingly shape consumer preferences

Competitive Landscape

CP offers a broad range of quality, competitively priced products

Dynamic growth of companies offering hygienic, affordable, and widely accessible products

Channels

Supermarkets are closing the gap on small local grocers

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Key Data Findings

2025 Developments

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Industry Performance

Processed fruit and vegetables increasingly common in foodservice and among younger, time-pressed urban consumers

Penetration remains low as most consumers prefer fresh, seasonal fruit and vegetables

What's Next?

Growth supported by urbanisation, busy lifestyles, and an expanding foodservice sector

Health-conscious trends are gradually gaining traction

Competitive Landscape

Malee leads, offering competitive pricing and a diverse product range

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Channels

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Key Data Findings

2025 Developments

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Industry Performance

Strong demand, creative flavours, and good value drive steady growth

What's Next?

Strong noodle-eating culture and the central role of rice in daily diets ensure further growth

Rising influence of the health and wellness trend creates opportunities for innovation

E-commerce expansion with the development of local logistics providers and growing influence of social media

Competitive Landscape

MAMA leads with its affordability, diverse product portfolio and widespread distribution

Strong year for Samyang Foods and Meizan CLV Corporation

Channels

Small local grocers are valued for their convenience, personalisation and affordability

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