

World Market for Staple Foods

December 2023

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Inflationary pressures lead to strong increase in staple foods retail value sales

Staple foods records the sharpest market size increase in the foods industry

Rice, pasta and noodles is the fastest growing category across many markets

Emerging economies drive future growth as demand in key developed markets is slower

Largest staple foods categories show weak growth in their major markets

The US remains, by far, the largest staple foods market

Macroeconomic factors, demographics and shifting lifestyle trends boost future sales

Consumers are increasingly buying through cheaper and more convenient channels

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Examining five trends shaping staple foods

Geopolitical tension and trade-related policies pose further inflation risks

Staple foods manufacturers adjust offerings as cost-of-living crisis persists

Case Study: Adriana launches less time and energy pasta in the Czech Republic

Growth of processed meat, seafood and alternatives to meat stagnates

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Regulations push for healthier nutrition but demand for indulgence persists

Case Study: ZE-TIAN promotes low-sugar dorayaki in SUPERMONKEY gyms in China

Recovery of out-of-home mobility drives demand for convenient packages

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