Euromonitor International

World Market for Staple Foods

December 2023

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Scope
Examining five trends shaping staple foods

STATE OF THE INDUSTRY

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

LEADING COMPANIES AND BRANDS

Leading players face severe competition from emerging brands and private label
Top companies are restructuring their businesses to improve efficiency
Grupo Bimbo invests in premiumisation to tackle price-driven competition
Fastest growing companies operate in emerging economies

TOP FIVE TRENDS SHAPING THE INDUSTRY

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
Case Study: Biff's redesigns jackfruit range for lower prices in the UK
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
Case Study: Nissin Cup Noodles elevates instant foods experiences in the US
Sustainability concerns provide new business model opportunities in staple foods
Case Study: Lidl and Too Good To Go collaborate to reduce baked goods waste in Denmark

MARKET SNAPSHOTS

Global snapshot of Baked Goods
Global snapshot of Breakfast Cereals
Global snapshot of Processed Fruit and Vegetables
Global snapshot of Processed Meat, Seafood and Alternatives to Meat
Global snapshot of Rice, Pasta and Noodles
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Regional snapshot: North America
Regional snapshot: Latin America
Regional snapshot: Western Europe
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