Euromonitor International

Rice, Pasta and Noodles in Honduras

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Slower economic growth and rising inflation weigh on rice, pasta and noodles demand
Rice maintains leadership through wide availability and affordable pricing
Corpoinsa launches jumbo cups as consumers embrace international flavours
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Rice will maintain its volume lead while noodles drives value expansion throughout the forecast period
Strong performance of instant noodles will be driven by demand for convenience and time-saving solutions
Functional and healthier innovations are set to reshape product development across all formats
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Increasing market fragmentation erodes leading players' shares as competition intensifies
A fragmented competitive landscape creates opportunities for regional and international players
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Small local grocers lead with wide availability across rural areas
Warehouse clubs record the fastest value growth due to modern retail expansion
Walmart propels e-commerce from low base despite unbanked population constraint
Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
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Chart 3 Consumer Expenditure 2021-2031

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