Euromonitor International

# Staple Foods in the United States

November 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Price-led growth masks flat volumes as consumers scrutinise processed foods
Baked goods retains leadership while rice, pasta and noodles drives the fastest growth
Ultra-processed food backlash drives a wellness upgrade across staple foods
Affordability and value tensions reshape retail positioning and channel choices
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Baked goods set to retain leadership despite flat volumes and price-driven growth
Rice, pasta and noodles expected to drive the fastest growth as affordability shapes demand
GLP-1s, legislation and demographic shifts to reshape consumer demand and pricing
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

The fragmented competitive landscape sees gradual share shifts
Acquisitions reshape breakfast cereals, while Hanover Foods and High Liner target wellness and premium occasions
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Physical retailers balance value shifts with occasion-based demand
Retail e-commerce accelerates as omnichannel integration reshapes access
Foodservice gains ground on retail as frozen formats cut costs
Chart 1 Retail Channels 2021-2026

PRODUCTS

Functional credentials redefine everyday formats
Brands bring restaurant-quality and clean label propositions to the freezer

ECONOMIC CONTEXT

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

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-the-united-states/report.