



**Euromonitor
International**

Rice, Pasta and Noodles in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rice remains popular staple food in South African households due to affordability
- Rising costs lead to fewer promotions and lost share
- Supermarkets strengthens dominance as distribution channel

PROSPECTS AND OPPORTUNITIES

- Home-cooking trend and leftovers culture expected to remain relevant
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Staple Foods in South Africa - Industry Overview

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DISCLAIMER

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