

# Rice, Pasta and Noodles in Peru

November 2024

**Table of Contents** 

## Rice, Pasta and Noodles in Peru - Category analysis

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Noodles lead growth as consumers reach for innovative flavour options

Rice resumes growth as colder weather prompts consumption of warm dishes

Supermercados Peruanos expands to instant noodles to gain ground

## PROSPECTS AND OPPORTUNITIES

New regulations to impact rice as fortifying becomes the norm Empresas Polar to launch a range of rice products across the forecast period La Bodeguita set to gain ground after expanding into the pasta landscape

### **CATEGORY DATA**

- Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024
- Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2019-2024
- Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024
- Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024
- Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024
- Table 6 NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024
- Table 7 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024
- Table 8 NBO Company Shares of Rice: % Value 2020-2024
- Table 9 LBN Brand Shares of Rice: % Value 2021-2024
- Table 10 NBO Company Shares of Pasta: % Value 2020-2024
- Table 11 LBN Brand Shares of Pasta: % Value 2021-2024
- Table 12 NBO Company Shares of Noodles: % Value 2020-2024
- Table 13 LBN Brand Shares of Noodles: % Value 2021-2024
- Table 14 Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
- Table 15 Distribution of Rice by Format: % Value 2019-2024
- Table 16 Distribution of Pasta by Format: % Value 2019-2024
- Table 17 Distribution of Noodles by Format: % Value 2019-2024
- Table 18 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
- Table 19 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029
- Table 20 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
- Table 21 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

# Staple Foods in Peru - Industry Overview

## **EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

# MARKET DATA

- Table 22 Sales of Staple Foods by Category: Volume 2019-2024
- Table 23 Sales of Staple Foods by Category: Value 2019-2024
- Table 24 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 25 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 26 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 27 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 28 Penetration of Private Label by Category: % Value 2019-2024

Table 29 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 31 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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### **SOURCES**

Summary 1 - Research Sources

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