

# Staple Foods in Laos

October 2024

Table of Contents

#### Staple Foods in Laos

# EXECUTIVE SUMMARY

Staple foods in 2024: The big picture Country background Socioeconomic trends Logistics/infrastructure What next for staple foods? Chart 1 - Staple Foods: Supermarket (1) Chart 2 - Staple Foods: Supermarket (2) Chart 3 - Staple Foods: Supermarket (3) Chart 4 - Staple Foods: Supermarket (4)

#### MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2019-2024Table 2 - Sales of Staple Foods by Category: Value 2019-2024Table 3 - Sales of Staple Foods by Category: % Volume Growth 2019-2024Table 4 - Sales of Staple Foods by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Staple Foods: % Value 2019-2024Table 6 - LBN Brand Shares of Staple Foods: % Value 2021-2024Table 7 - Penetration of Private Label by Category: % Value 2019-2024Table 8 - Distribution of Staple Foods by Format: % Value 2019-2024Table 9 - Forecast Sales of Staple Foods by Category: Volume 2024-2029Table 10 - Forecast Sales of Staple Foods by Category: Wolume Growth 2024-2029Table 11 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### BAKED GOODS

2024 Developments Prospects and Opportunities Category Data Table 13 - Sales of Baked Goods by Category: Volume 2019-2024 Table 14 - Sales of Baked Goods by Category: Value 2019-2024 Table 15 - Sales of Baked Goods by Category: % Volume Growth 2019-2024 Table 16 - Sales of Baked Goods by Category: % Value Growth 2019-2024 Table 17 - NBO Company Shares of Baked Goods: % Value 2019-2024 Table 18 - LBN Brand Shares of Baked Goods by Category: Volume 2024-2029 Table 19 - Forecast Sales of Baked Goods by Category: Volume 2024-2029 Table 20 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029 Table 21 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

#### BREAKFAST CEREALS

2024 Developments Prospects and Opportunities Category Data Table 23 - Sales of Breakfast Cereals by Category: Volume 2019-2024 Table 24 - Sales of Breakfast Cereals by Category: Value 2019-2024 Table 25 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024 Table 26 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024 Table 27 - NBO Company Shares of Breakfast Cereals: % Value 2019-2024 Table 28 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 29 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 30 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 31 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

#### PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

2024 Developments Prospects and Opportunities Category Data Table 33 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024 Table 34 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024 Table 35 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024 Table 36 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024 Table 36 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024 Table 37 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2024 Table 38 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024 Table 39 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029 Table 40 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029 Table 41 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029 Table 42 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029 Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029 Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029 Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2024-2029 Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2024-2029 Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2024-2029

# PROCESSED FRUIT AND VEGETABLES

2024 Developments

Prospects and Opportunities

Category Data

Table 44 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024

Table 45 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024

Table 46 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024

Table 47 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024

Table 48 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2024

Table 49 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024

Table 50 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029

Table 51 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 52 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 53 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

# RICE, PASTA AND NOODLES

2024 Developments Prospects and Opportunities Category Data Table 54 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024 Table 55 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024 Table 56 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024 Table 57 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024 Table 58 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2024 Table 59 - LBN Brand Shares of Rice, Pasta and Noodles by Category: Volume 2024-2029 Table 60 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029 Table 61 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029 Table 62 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029 Table 63 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

# 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-laos/report.