



Euromonitor  
International

# Where Consumers Shop for Staple Foods

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## INTRODUCTION

Scope

Key findings

## INDUSTRY SNAPSHOT

Staple foods market resilient amidst eased inflation and geopolitical challenges

Baked goods lead staple foods with consistent growth

Asia Pacific dominates staple foods market, with India leading growth

## CHANNEL SHIFTS

While e-commerce rapidly grows, offline retail's stronghold will be difficult to break

Channel shift by category and region

Inflation drives retail channel shifts in staple foods market

## RETAIL OFFLINE

Offline retail dominates staple foods sales

Small grocers lead staple foods sales in emerging regions

Warehouse clubs now leads growth among grocery retailers

Global expansion of discounters driven by German giants amidst inflationary pressures

Staple foods remain essential and trading down is benefitting private label

Discounters are behind the strong growth of private label

## RETAIL E-COMMERCE

E-commerce drives robust growth in staple foods market

South Korea leads the e-commerce penetration for staple foods

Staple foods e-commerce lags similar industries despite long shelf life

Grocery channel leads in staple foods e-commerce

## FUTURE DEVELOPMENTS

Inflation slows, but consumers remain cautious amidst ongoing threats

Staple foods sales set to continue expansion

Price-sensitivity and convenience continue to drive retail channel growth

Convenience-seeking consumers again more willing to pay for it

Key takeaways

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/where-consumers-shop-for-staple-foods/report](https://www.euromonitor.com/where-consumers-shop-for-staple-foods/report).