



Euromonitor
International

Rice, Pasta and Noodles in Egypt

November 2025

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Rice, Pasta and Noodles in Egypt - Category analysis

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2025 DEVELOPMENTS

Economic pressures support sales of rice, pasta and noodles during 2025

INDUSTRY PERFORMANCE

Rising value sales are driven by economic challenges in Egypt during 2025

Noodles and pasta boost growth as affordability and convenience drive consumer demand

WHAT'S NEXT?

Affordability, population growth, and government supply measures are set to support demand

Health-conscious trends are expected to drive growing demand for fortified and alternative pasta and rice

Bulk buying, promotional strategies, and flexible payment options will be key to forecast growth

COMPETITIVE LANDSCAPE

A wide product selection and innovative marketing allows Al Doha Co for Processing & Distribution to retain its lead

Sam Yang Foods Co Ltd drives strong growth through expansion and premiumisation

CHANNELS

Strong accessibility and a personalised service allow small local grocers to retain its lead

Retail e-commerce records growth as consumers appreciate convenience and fast deliveries

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Staple Foods in Egypt - Industry Overview

EXECUTIVE SUMMARY

Rising prices and strategic shopping behaviours drive value growth in staple foods in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising price points drive double-digit value growth in staple food in 2025
Economic pressures influence consumer behaviour in Egypt during 2025
Price sensitivity and strategic shopping redefine consumer behaviour in 2025

WHAT'S NEXT?

Rising demand will be driven by positive demographics and urbanisation
Affordable, budget-friendly options are set to drive growth in staple foods
An increasingly competitive landscape is expected to support growth in staple foods

COMPETITIVE LANDSCAPE

Al Doha Co for Processing & Distribution extends its leadership in staple foods during 2025
Rich Food Industries leads growth through innovation and high-quality products

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Small local grocers lead distribution through personalised service
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