



Euromonitor
International

Rice, Pasta and Noodles in South Africa

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2025 DEVELOPMENTS

Affordability, innovation and convenience drive demand

INDUSTRY PERFORMANCE

Rice, pasta and noodles benefit from substitution trends

Noodles capitalises on rising popularity of Asian cuisine

WHAT'S NEXT?

Steady growth expected

Health and wellness trends impact consumer choices

Possible changes to food labelling regulations could impact new product development

COMPETITIVE LANDSCAPE

Tiger invests in operational efficiencies to remain competitive

Smaller instant noodle players drive growth

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Supermarkets leads distribution

E-commerce drives growth

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Staple Foods in South Africa - Industry Overview

EXECUTIVE SUMMARY

Home cooking, price sensitivity and digital channels drive staple foods sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple food sales strengthen as home cooking dominates consumer habits
Rice, pasta and noodles benefit from shift towards affordable meal solutions
Price sensitivity shapes consumer choices

WHAT'S NEXT?

Steady growth expected as home cooking remains central
Retailers to seek alternative strategies as heavy promotions become unsustainable
E-commerce set for strong expansion

COMPETITIVE LANDSCAPE

Tiger Brands maintains leadership through broad portfolio and operational streamlining
Private label captures consumer attention

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