



Rice, Pasta and Noodles in Peru

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability, private label and format diversification shape a mature but resilient category

INDUSTRY PERFORMANCE

Private label and budget brands limit value expansion despite steady underlying demand

Instant noodles lead growth as price resets combine with convenience and cup premiumisation

WHAT'S NEXT?

Population growth and everyday reliance on staples underpin steady future demand

Health-positioned rice, pasta and noodle options gain relevance from a small base

Premiumisation strengthens in instant noodles and imported pasta while fresh formats lag

COMPETITIVE LANDSCAPE

Costeño and Alicorp defend leadership amid pressure from value players and private label

Danilza builds a premium niche with Italian heritage and healthy-positioned pasta

CHANNELS

Traditional grocers remain central thanks to proximity, habits and perceived price advantages

Discounters and e-commerce gain ground as shoppers seek savings and convenience

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EXECUTIVE SUMMARY

Cost sensitivity, evolving health priorities and expanding private label offerings shape overall market performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability pressures reinforce the dominance of value-led formats and private label alternatives

Health redefinition accelerates demand for simpler, less processed and functionally oriented offerings

Indulgence constrained by rising input costs reshapes portfolios in baked goods and sweetened cereals

WHAT'S NEXT?

Moderate future growth supported by stable pricing, category maturity and broader availability in modern retail

Competitive environment intensifies as leaders strengthen portfolios and private label reshapes value dynamics

Modern retail expansion, discounter momentum and improving e-commerce logistics reshape channel dynamics

COMPETITIVE LANDSCAPE

Alicorp consolidates leadership through portfolio breadth, affordability strategies and strong distribution reach

Acquisitions, portfolio expansion and private label momentum reshape competitive dynamics

CHANNELS

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Discounters accelerate as the fastest-growing channel, reshaping value access and consumer migration patterns

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