Staple Foods in South Africa

March 2026

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Resilient demand amid budget pressures

INDUSTRY PERFORMANCE

Affordable protein options sustain consumer interest

Frozen processed poultry maintains momentum

WHAT'S NEXT?

Affordability will drive demand

Health and wellness trends will play increasingly important role

Proposed food labelling regulation could influence product positioning

COMPETITIVE LANDSCAPE

Oceana Brands retains leadership despite gradual share erosion

RCL leads growth as private label strengthens its impact

CHANNELS

Supermarkets remains primary channel

E-commerce continues to expand

CATEGORY DATA

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Rice, Pasta and Noodles in South Africa

KEY DATA FINDINGS

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

CHANNELS

CATEGORY DATA

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