



Euromonitor
International

Rice, Pasta and Noodles in South Africa

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Rice, Pasta and Noodles in South Africa - Category analysis

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2023 DEVELOPMENTS

Rice remains popular staple food in South African households due to affordability

Private label continues to gain ground from brands due to rising cost of living

Supermarkets remains dominant, but smaller distribution channels gain ground

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Home cooking and leftovers culture expected to remain relevant

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