



# Rice, Pasta and Noodles in Colombia

November 2023

Table of Contents

## Rice, Pasta and Noodles in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dried pasta gains popularity, attracting rice consumers  
Local rice consumption shielded from foreign exchange cycles  
Grupo Nutresa and Diana Corporacion lead dried pasta and rice

#### PROSPECTS AND OPPORTUNITIES

Improved technology will continue to reduce local rice production cost  
Rice brands adapt to health-conscious consumer trends  
Gluten-free dried pasta and instant noodle pouches show growth potential

#### CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023  
Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023  
Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023  
Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023  
Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023  
Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023  
Table 8 - NBO Company Shares of Rice: % Value 2019-2023  
Table 9 - LBN Brand Shares of Rice: % Value 2020-2023  
Table 10 - NBO Company Shares of Pasta: % Value 2019-2023  
Table 11 - LBN Brand Shares of Pasta: % Value 2020-2023  
Table 12 - NBO Company Shares of Noodles: % Value 2019-2023  
Table 13 - LBN Brand Shares of Noodles: % Value 2020-2023  
Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023  
Table 15 - Distribution of Rice by Format: % Value 2018-2023  
Table 16 - Distribution of Pasta by Format: % Value 2018-2023  
Table 17 - Distribution of Noodles by Format: % Value 2018-2023  
Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028  
Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028  
Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028  
Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

## Staple Foods in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for staple foods?

### MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2018-2023  
Table 23 - Sales of Staple Foods by Category: Value 2018-2023  
Table 24 - Sales of Staple Foods by Category: % Volume Growth 2018-2023  
Table 25 - Sales of Staple Foods by Category: % Value Growth 2018-2023  
Table 26 - NBO Company Shares of Staple Foods: % Value 2019-2023  
Table 27 - LBN Brand Shares of Staple Foods: % Value 2020-2023  
Table 28 - Penetration of Private Label by Category: % Value 2018-2023

Table 29 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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