



# Rice, Pasta and Noodles in Cameroon

January 2026

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

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#### 2025 DEVELOPMENTS

Rising demand supported by population growth, urbanisation and the affordability of rice, pasta and noodles

#### INDUSTRY PERFORMANCE

Resilient demand driven by persistent inflationary pressures and targeted policy interventions

Rice benefits from population growth, urbanisation and sharp price increases for other staple carbohydrates

#### WHAT'S NEXT?

Government investment in local production targets self-sufficiency and price stability

Opportunity for fortified and functional products

Strategic investments and policy reforms enhance local production of rice and pasta

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Olam's brand diversification drives competitive gains

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Small local grocers lead, offering convenience and affordability

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### EXECUTIVE SUMMARY

Resilient demand amid inflation and supply-side pressures

### KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Affordability front and centre: budget pressures drive shift to cheaper staples

Private label surge: retailers expand affordable in-house ranges

## WHAT'S NEXT?

Affordable staples and premium pockets: the twin engines of market growth

Policy-driven self-sufficiency to reshape staple production in core categories

Rising health awareness and busier lifestyles drive demand for more convenient and healthier staples among urban shoppers

## COMPETITIVE LANDSCAPE

Olam leverages diversified rice portfolio and fortified brands

Low-cost strategy, diversified product offering, and strategic local partnerships drive dynamic growth of Francap Distribution

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