



Rice, Pasta and Noodles in Portugal

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation, convenience and new consumption habits sustain growth

INDUSTRY PERFORMANCE

Value and volume growth supported by innovation and convenience

Instant noodles lead growth with flavour innovation and affordability

WHAT'S NEXT?

Continued expansion supported by convenience, innovation and demographic change

Health-driven innovation and indulgence coexist

Sustainability and local sourcing take centre stage

COMPETITIVE LANDSCAPE

Continente maintains leadership through private label dominance

Panegara and Unilever drive dynamism through innovation and communication

CHANNELS

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Retail e-commerce expands through convenience and price transparency

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Staple Foods in Portugal - Industry Overview

EXECUTIVE SUMMARY

Price awareness, promotions and convenience continue to shape staple food consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience products benefit from changing meal habits and time constraints
Health-focused staples gain ground as consumers seek balance and transparency

WHAT'S NEXT?

Continued price consciousness and growth of private label lines
Meat alternatives must simplify, improve and regain consumer trust
Convenience and sustainability to define future innovation

COMPETITIVE LANDSCAPE

Sonae Modelo Continente strengthens leadership through portfolio breadth and innovation
Panegara and Cofaco drive momentum through category focus and product innovation

CHANNELS

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