



# Rice, Pasta and Noodles in Egypt

November 2025

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Economic pressures support sales of rice, pasta and noodles during 2025

#### INDUSTRY PERFORMANCE

Rising value sales are driven by economic challenges in Egypt during 2025

Noodles and pasta boost growth as affordability and convenience drive consumer demand

#### WHAT'S NEXT?

Affordability, population growth, and government supply measures are set to support demand

Health-conscious trends are expected to drive growing demand for fortified and alternative pasta and rice

Bulk buying, promotional strategies, and flexible payment options will be key to forecast growth

#### COMPETITIVE LANDSCAPE

A wide product selection and innovative marketing allows Al Doha Co for Processing & Distribution to retain its lead

Sam Yang Foods Co Ltd drives strong growth through expansion and premiumisation

#### CHANNELS

Strong accessibility and a personalised service allow small local grocers to retain its lead

Retail e-commerce records growth as consumers appreciate convenience and fast deliveries

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#### [Staple Foods in Egypt - Industry Overview](#)

### EXECUTIVE SUMMARY

Rising prices and strategic shopping behaviours drive value growth in staple foods in 2025

### KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Rising price points drive double-digit value growth in staple food in 2025  
Economic pressures influence consumer behaviour in Egypt during 2025  
Price sensitivity and strategic shopping redefine consumer behaviour in 2025

## WHAT'S NEXT?

Rising demand will be driven by positive demographics and urbanisation  
Affordable, budget-friendly options are set to drive growth in staple foods  
An increasingly competitive landscape is expected to support growth in staple foods

## COMPETITIVE LANDSCAPE

AI Doha Co for Processing & Distribution extends its leadership in staple foods during 2025  
Rich Food Industries leads growth through innovation and high-quality products

## CHANNELS

Small local grocers lead distribution through personalised service  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-egypt/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-egypt/report).