



Euromonitor
International

Rice, Pasta and Noodles in Brazil

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2025 DEVELOPMENTS

Carbohydrate staples lose ground as diets diversify

INDUSTRY PERFORMANCE

Value sales fall as consumer habits shift

Private label expansion subverts value growth

Pasta gains value as rice lifts volume despite price pressure

WHAT'S NEXT?

Economic stability and demographic expansion should boost category sales

Staple carbohydrates repositioned as part of a balanced, wellness-oriented lifestyle

Environmental considerations increasingly shape production, packaging and supply chain strategies

COMPETITIVE LANDSCAPE

Camil leads through investment and promotion

Innovative launches bolster leading player

Nissin sees solid growth

CHANNELS

Supermarkets leads through broad array and convenience

Small local grocers suffer as supermarkets rise

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

EXECUTIVE SUMMARY

Staples remain resilient as inflation and downtrading shape spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising food prices support continued value growth

Consumers shift towards warehouse clubs as private label expands

Regulations boost impact of current health trends

WHAT'S NEXT?

Essential nature of staple foods ensures further growth

Developments in distribution to further bolster sales

Health, sustainability and convenience as key innovation drivers

COMPETITIVE LANDSCAPE

Camil leads through strong legacy and diverse offering

BRF rises rapidly thanks to aggressive strategy

CHANNELS

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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-brazil/report.