



Euromonitor  
International

# Rice, Pasta and Noodles in Peru

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Affordability, private label and format diversification shape a mature but resilient category

#### INDUSTRY PERFORMANCE

Private label and budget brands limit value expansion despite steady underlying demand  
Instant noodles lead growth as price resets combine with convenience and cup premiumisation

#### WHAT'S NEXT?

Population growth and everyday reliance on staples underpin steady future demand  
Health-positioned rice, pasta and noodle options gain relevance from a small base  
Premiumisation strengthens in instant noodles and imported pasta while fresh formats lag

#### COMPETITIVE LANDSCAPE

Costeño and Alicorp defend leadership amid pressure from value players and private label  
Danilza builds a premium niche with Italian heritage and healthy-positioned pasta

#### CHANNELS

Traditional grocers remain central thanks to proximity, habits and perceived price advantages  
Discounters and e-commerce gain ground as shoppers seek savings and convenience

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## Staple Foods in Peru - Industry Overview

### EXECUTIVE SUMMARY

Cost sensitivity, evolving health priorities and expanding private label offerings shape overall market performance

### KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Affordability pressures reinforce the dominance of value-led formats and private label alternatives  
Health redefinition accelerates demand for simpler, less processed and functionally oriented offerings  
Indulgence constrained by rising input costs reshapes portfolios in baked goods and sweetened cereals

## WHAT'S NEXT?

Moderate future growth supported by stable pricing, category maturity and broader availability in modern retail  
Competitive environment intensifies as leaders strengthen portfolios and private label reshapes value dynamics  
Modern retail expansion, discounter momentum and improving e-commerce logistics reshape channel dynamics

## COMPETITIVE LANDSCAPE

Alicorp consolidates leadership through portfolio breadth, affordability strategies and strong distribution reach  
Acquisitions, portfolio expansion and private label momentum reshape competitive dynamics

## 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-peru/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-peru/report).