



Staple Foods in Tanzania

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Staple Foods in Tanzania

EXECUTIVE SUMMARY

Urbanisation, local production and government nutrition policies shape consumption

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INDUSTRY PERFORMANCE

Continued growth amid rising prices

“Made in Tanzania” relaunch strengthens support for local production

Health and nutrition regulations impact staple foods

WHAT'S NEXT?

Digital engagement to boost growth

Government support to drive local production

Tanzania targets food labelling and excise measures to promote healthier diets

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Bakhresa Group leads staple foods

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COUNTRY REPORTS DISCLAIMER

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Continued growth amid supply challenges, with leavened bread dominating sales

Urbanisation drives shift towards packaged leavened bread

What's Next?

Continued expansion for baked goods

Niche, premium products will boost value growth

Local and global players to drive rapid innovation

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Fortification policies will create opportunities for local brands

Digitalisation will drive growth

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Health awareness and packaging will impact demand for processed seafood
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Rice remains key staple amongst all income groups

Noodles grow in popularity amongst young, urban consumers

What's Next?

Urbanisation and rising incomes to drive growth

Rising health awareness will fuel demand for wholegrain and gluten-free offerings

Instant noodle pouches will continue to show dynamism

Competitive Landscape

AKTZ benefits from offering attractive prices and its widening distribution

Tanzania Pasta Industries makes strides while GSM Spaghetti gains visibility

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