



Staple Foods in Uganda

February 2026

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Staple Foods in Uganda

EXECUTIVE SUMMARY

Population expansion and urbanisation drive growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail sales continue to increase, despite high consumer price sensitivity

Private label grows in importance, although informal retailing remains significant

Rising government investment wheat flour alternatives

WHAT'S NEXT?

Expansion of modern grocery retailing will drive sales

Marketing and promotional activities to boost demand

Taxation and digital compliance measures will help to reduce informality

COMPETITIVE LANDSCAPE

Tilda Uganda Ltd leads sales

SWT Tanners Ltd continues to gain traction

Growing interest in private label offerings

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Packaged leavened bread drives growth

What's Next?

Baked goods sales set to grow in Uganda amid urbanisation and expanding distribution

Expanding local wheat production and development of alternative crops could ease upward pressure on prices.

Private label will see continued growth

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Growing demand for products with health benefits

Robust distribution will support sustained cereal sales

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Health concerns and inflation could constrain growth

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Key Data Findings

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Industry Performance

Urbanisation and rising demand for packaged offerings drives growth

Instant noodle pouches leads growth

What's Next?

Busy urban lifestyles will support further growth

Rising demand for packaged rice amid local production initiatives and import levies

Advertising and promotion will be crucial in building sales

Competitive Landscape

Tilda Uganda Ltd remains dominant player

SWT Tanners Ltd continues to gain ground

Channels

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