



Euromonitor
International

Where Consumers Shop for Staple Foods

May 2025

Table of Contents

INTRODUCTION

Scope

Key findings

INDUSTRY SNAPSHOT

Staple foods market resilient amidst eased inflation and geopolitical challenges

Baked goods lead staple foods with consistent growth

Asia Pacific dominates staple foods market, with India leading growth

CHANNEL SHIFTS

While e-commerce rapidly grows, offline retail's stronghold will be difficult to break

Channel shift by category and region

Inflation drives retail channel shifts in staple foods market

RETAIL OFFLINE

Offline retail dominates staple foods sales

Small grocers lead staple foods sales in emerging regions

Warehouse clubs now leads growth among grocery retailers

Global expansion of discounters driven by German giants amidst inflationary pressures

Staple foods remain essential and trading down is benefitting private label

Discounters are behind the strong growth of private label

RETAIL E-COMMERCE

E-commerce drives robust growth in staple foods market

South Korea leads the e-commerce penetration for staple foods

Staple foods e-commerce lags similar industries despite long shelf life

Grocery channel leads in staple foods e-commerce

FUTURE DEVELOPMENTS

Inflation slows, but consumers remain cautious amidst ongoing threats

Staple foods sales set to continue expansion

Price-sensitivity and convenience continue to drive retail channel growth

Convenience-seeking consumers again more willing to pay for it

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-staple-foods/report.