



Staple Foods in Tanzania

January 2026

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Staple Foods in Tanzania

EXECUTIVE SUMMARY

Urbanisation, local production and government nutrition policies shape consumption

KEY DATA FINDINGS

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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Urbanisation drives shift towards packaged leavened bread

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Continued expansion for baked goods

Niche, premium products will boost value growth

Local and global players to drive rapid innovation

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Royal Oven expands through franchise model

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Noodles grow in popularity amongst young, urban consumers

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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

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