



Staple Foods in Bangladesh

February 2026

Table of Contents

Staple Foods in Bangladesh

EXECUTIVE SUMMARY

Easing of inflation supports volume sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Positive picture overall

Increasing offerings also support growth

Consumers wary of ultra-processed foods

WHAT'S NEXT?

Bright outlook over forecast period

Rice continues to be the country's most important staple

Growing demand for healthier options

COMPETITIVE LANDSCAPE

Local company Pran holds on to tight lead

Local company Kazi Farms performs well

CHANNELS

Small local grocers dominate

Modern grocery retailers make gains

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2020-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

BAKED GOODS

Key Data Findings

2025 Developments

Unpackaged baked goods dominate and register further growth

Industry performance

Continuing pressure on profitability

Live bakeries create significant buzz

What's next?

Profitability still under pressure

Technological advancements improve efficiencies

Continuing innovation keeps consumers engaged

Competitive landscape

Landscape remains highly fragmented

Growth of bakery chains

Channels

Artisanal bakeries lead, followed by small local grocers

Supermarkets gain most value share

Category Data

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Baked Goods: % Value 2020-2025

Table 18 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 19 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 20 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 21 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

BREAKFAST CEREALS

Key Data Findings

2025 Developments

Breakfast cereals restricted to higher-income consumers

Industry performance

Positive growth, though value sales still low

Smaller packs support volume sales

What's next?

Positive outlook over forecast period

Modern grocery retailers make gains

Rising concern in terms of sustainability could give local brands a boost

Competitive landscape

Nestlé continues to have commanding lead

Local players look to gain a foothold

Channels

Small local grocers dominate

Modern grocery retailers gain the most value share

Category Data

Table 23 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 24 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 25 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 27 - NBO Company Shares of Breakfast Cereals: % Value 2020-2025

Table 28 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 29 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 30 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 31 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 32 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

Key Data Findings

2025 Developments

Value sales continue to be low

Industry performance

Healthy value and volume growth, though from low base

Frozen processed poultry and seafood, as well as canned tuna are popular

What's next?

Positive outlook for processed meat, seafood and alternatives to meat

Processed seafood benefits from healthier positioning

Sustainability a growing focus over forecast period

Competitive landscape

Domestic players dominate

Channels

Small local grocers dominate

Modern grocery retailers gain the most value share

Category Data

Table 33 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 34 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 35 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 36 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 37 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2025

Table 38 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 39 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 40 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

Table 41 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

Table 42 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2025-2030

Table 43 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2025-2030

PROCESSED FRUIT AND VEGETABLES

Key Data Findings

2025 Developments

Fresh fruit and vegetables much more popular

Industry performance

Minimal volume growth, with constant value sales falling

Shelf stable fruit and frozen processed vegetables most popular offerings

What's next?

Positive constant value growth over forecast period

Frozen offerings see growth

Changing diets support growth

Competitive landscape

Offerings are all imported

Smaller brands come and go

Channels

Small local grocers dominate

Modern grocery retailers gain the most value share

Category Data

Table 44 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 45 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 46 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 47 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 48 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2025

Table 49 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 50 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 51 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 52 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 53 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

RICE, PASTA AND NOODLES

Key Data Findings

2025 Developments

Growing demand for packaged rice

Industry performance

Healthy performance for rice

Noodles increasingly popular, but demand low for pasta

What's next?

Rice still hugely popular, though over the long-term demand may fall

Continuing growth in popularity for noodles

Sustainability key focus for rice production

Competitive landscape

Increasing competition in instant noodles

Rice highly fragmented, with limited offerings for pasta

Channels

Small local grocers dominate

Convenience stores make gains in 2025

Category Data

Table 54 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 55 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 56 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 57 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2025

Table 59 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 60 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 61 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 62 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 63 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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/staple-foods-in-bangladesh/report.