Euromonitor International

Staple Foods in Bangladesh

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Staple Foods in Bangladesh

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Supermarkets gain most value share

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BREAKFAST CEREALS

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Breakfast cereals restricted to higher-income consumers

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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

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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?