



# Rice, Pasta and Noodles in Nigeria

November 2023

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## Rice, Pasta and Noodles in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Although considered essential, rice, pasta and noodles sees decline in 2023 due to rising prices

Noodles sees positive growth, despite economic fragility

Rice is now available in innovative small packs, but faces competition from unpackaged rice

#### PROSPECTS AND OPPORTUNITIES

Growth in urban population to boost forecast performance

Noodles set to continue to drive growth due to affordability and convenience

Rice will see growth but will continue to face competition from unpackaged rice

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