



# Rice, Pasta and Noodles in the Philippines

November 2023

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## Rice, Pasta and Noodles in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rice consumption drives volume gains in 2023

Instant cup noodles satisfy need for greater convenience

Robust expansion for dried pasta in foodservice

#### PROSPECTS AND OPPORTUNITIES

Continued growth expected, with foodservice leading the way

Wellness trends could inform product innovation, but adlai could pose a threat to healthier rice varieties

Filipino flavours may be explored in noodles

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