



# Rice, Pasta and Noodles in Saudi Arabia

November 2023

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## Rice, Pasta and Noodles in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

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Noodles continues to benefit from its image of being a convenient and affordable option for locals and pilgrims

Rice supplies under pressure as India bans exports on some varieties

Health and wellness trend influencing new product development in pasta

#### PROSPECTS AND OPPORTUNITIES

Social media impact on Noodles consumption

Consumers expected to shop around for the best value which could favour private label

E-commerce set for further growth while foodservice sales should benefit from Saudi Arabia's ambitious tourism targets

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