



# Rice, Pasta and Noodles in Canada

November 2023

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value sales show a slight decline

Rice emerges as the strongest performer

Healthier options gain traction as demand rises

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Improved volume growth expected for rice, pasta, and noodles

Pasta to lead with aggressive new product developments focusing on innovation and health

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