



Euromonitor
International

Rice, Pasta and Noodles in China

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Rice, Pasta and Noodles in China - Category analysis

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2023 DEVELOPMENTS

Rice, pasta and noodles sees retail volumes decline, but foodservice volumes rebound
Omnichannel marketing continues to be important in shaping a responsible brand image
Premiumisation seen in rice

PROSPECTS AND OPPORTUNITIES

Dried pasta will grow rapidly, although will still face competition from quick recipe kits
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DISCLAIMER

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