



Euromonitor
International

Rice, Pasta and Noodles in Indonesia

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Rice, Pasta and Noodles in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rice sees spikes in unit price

Indofood Sukses Makmur continues to lead

Pasta consumption increases as a result of foodservice recovery post-pandemic, as consumers look for better-value options overall

PROSPECTS AND OPPORTUNITIES

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Instant noodles to record relatively modest retail volume growth with growth driven by innovation

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