

# Rice, Pasta and Noodles in Argentina

November 2024

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

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rice sees further falls in 2024 Molinos maintains overall leadership Instant noodles falls fastest

## PROSPECTS AND OPPORTUNITIES

Imported brands will become more widely available Health and wellness trends to impact innovation Small local grocers and foodservice channel face improvements

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