



Rice, Pasta and Noodles in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Malaysian government intervenes to help to stabilise rice prices and prevent stockpiling in 2024
Instant noodles faces challenges as costs rise and supply chains are disrupted
New product launches stimulate demand for noodles in 2024

PROSPECTS AND OPPORTUNITIES

Dried pasta will see continued growth, while government initiatives could boost domestic rice supply
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