



# Rice, Pasta and Noodles in Japan

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume growth of pasta and noodles struggles due to easing of COVID-19, but rice performs relatively well thanks to affordability

Demand for convenience remains high

JA Group and Nissin Food Products lead

#### PROSPECTS AND OPPORTUNITIES

Minimal growth expected due to the weak performance of rice

Frozen noodles and instant noodles set to perform well

Premiumisation with a focus on health will remain important to sustain profits and attract attention from health-conscious consumers

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