

Rice, Pasta and Noodles in Japan

November 2024

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Rice, Pasta and Noodles in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rice, pasta and noodles declines in retail volume terms, while price rises drive positive retail current value growth With the demand for convenience remaining high, manufacturers focus on convenient, authentic, and sustainable products JA Group and Nissin Food Products continue to lead

PROSPECTS AND OPPORTUNITIES

Performance of rice will shape the future of rice, pasta and noodles Product innovation with a focus on health will continue Accelerating efforts towards sustainability

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