



Rice, Pasta and Noodles in Singapore

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rice continues to lead category growth as consumers struggle with increased cost of living
- Flavour innovation continues to be key driver in instant noodles
- Fun marketing tactics to appeal to consumers - especially Gen Z

PROSPECTS AND OPPORTUNITIES

- Government health associations expanding focus to salt and saturated fat in instant noodles, following good response to sugar reduction through Nutri-Grade labelling
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Staple Foods in Singapore - Industry Overview

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