

Rice, Pasta and Noodles in Thailand

January 2025

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Rice, Pasta and Noodles in Thailand - Category analysis

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2024 DEVELOPMENTS

Retail volumes continue to grow across categories in rice, pasta and noodles Increased competition for local players, due to more imported brands Flavour innovation sustains consumer interest in instant noodles

PROSPECTS AND OPPORTUNITIES

Rice, pasta and noodles set to see steady demand over the forecast period Healthier eating trend will drive further product innovation Government health associations continue to promote healthier eating

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