



**Euromonitor  
International**

# Rice, Pasta and Noodles in Turkey

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Leading player Reis offers price freezers to support consumers during inflation  
Eris produced Turkey's first vitamin-enhanced probiotic noodle  
Innovative products that align with the rising health and wellness trend

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-turkey/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-turkey/report).