



# Rice, Pasta and Noodles in the United Arab Emirates

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rice continues to dominate demand within the category
- Pasta with healthy positioning is gaining traction
- Nong Shim sponsors esports event for brand building

PROSPECTS AND OPPORTUNITIES

- United Arab Emirates to benefit from lifting of non-basmati rice exports from India
- Popularity of ramen to help drive noodle sales
- Stronger growth expected for foodservice likely to lead to full recovery

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Staple Foods in the United Arab Emirates - Industry Overview

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