

# Rice, Pasta and Noodles in Vietnam

December 2024

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## Rice, Pasta and Noodles in Vietnam - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Polarisation trend within instant noodles in 2024

Instant noodles is a crowded landscape, with the presence of a number of local and international companies

Packaged rice gains popularity, although remains a niche

## PROSPECTS AND OPPORTUNITIES

Sustainability developments and localisation to be increasingly prevalent in noodles

Innovation set to drive growth in the competitive instant noodles category, with diverse offerings

Packaged rice expected to grow in Vietnam due to demand for quality

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