



# Rice, Pasta and Noodles in Canada

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Category creeps back towards a positive outlook in volume terms
- New product activities focus on health and wellness trends
- Budget-conscious consumers seek private label options for basic staples

PROSPECTS AND OPPORTUNITIES

- Slower value but consistent volume growth expected in the forecast period
- Rice expected to fare particularly well due to rising number of international students
- Foodservice sales fare better and with this set to continue

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Staple Foods in Canada - Industry Overview

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