

# Rice, Pasta and Noodles in China

October 2024

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

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Mixed trends within rice, pasta and noodles Modest growth for instant noodles, driven by new flavours and health trends Rising demand for high quality rice and government price support drive growth

## PROSPECTS AND OPPORTUNITIES

Branding and premiumisation will be key competitive trends in rice and instant noodles The growing role of retail e-commerce Innovation and flavour trends: Korean instant noodles are challenging local brands in China

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