

# Rice, Pasta and Noodles in Ecuador

November 2024

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

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Packaged rice struggles to expand due to widespread preference of unpackaged rice Rising prices continue to impact pasta in 2024 Instant noodles benefits from price stability

#### PROSPECTS AND OPPORTUNITIES

Convenience will support further growth of instant noodles Rice sold by weight will remain a challenge to the growth of packaged rice options Corporación Favorita strengthens its presence by directly importing brands

#### CATEGORY DATA

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