

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

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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

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