



Euromonitor  
International

# Rice, Pasta and Noodles in Taiwan

February 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The resumption of out-of-home lifestyles sees a shift from retail to foodservice  
Rice continues to see premiumisation  
Competition intensifies in instant noodles with strong new product developments

#### PROSPECTS AND OPPORTUNITIES

Foodservice is set to remain the fastest-growing channel  
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