



# Rice, Pasta and Noodles in New Zealand

November 2024

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## Rice, Pasta and Noodles in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cooking at home leads to positive sales for pasta, rice and noodles  
Asian demographics create new opportunities for noodle and rice brands  
Convenience and bulk product formats drive sales of rice, pasta and noodles

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Following inflation, retail value growth will gradually slow over the forecast period  
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