



Euromonitor
International

Rice, Pasta and Noodles in New Zealand

November 2024

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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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Staple Foods in New Zealand - Industry Overview

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DISCLAIMER

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