

Rice, Pasta and Noodles in France

October 2024

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2024 DEVELOPMENTS

Pasta remains a versatile, tasty and affordable option in the minds of French consumers India finally lifts its ban on rice exports

Noodles thriving as consumers embrace Asian cooking

PROSPECTS AND OPPORTUNITIES

Pasta set to see a growing focus on French products and local ingredients

Noodles still full of potential as players launch new and innovative products

Health and indulgence likely to be the key influences on new product development

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