



Rice, Pasta and Noodles in Brazil

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Floods in the south of the country harm rice and wheat production
- Economic scenario promotes pasta consumption
- Cooking reality TV shows drive players to offer gourmet products

PROSPECTS AND OPPORTUNITIES

- Protein-enhanced pasta appears in the market and is set to grow
- Increasing popularity of Korean TV shows to boost sales of noodles
- Instant noodles sees intense launches, which is set to contribute to growth

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