

# Noodles in Iran

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## Abstracts

Noodles were only introduced to Iranian consumers very recently, although they have quickly gained a strong following as all of the products in the category represent a cheaper and faster alternative to the more traditional staple carbohydrate of pasta. Noodles were first launched in Iran during 2010 when the domestic manufacturer Amadeh Laziz Co started producing pouch instant noodles in the country for the first time. The initial niche demand for noodles has grown rapidly since then due to...

Euromonitor International's Noodles in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Chilled Noodles, Frozen Noodles, Instant Noodles, Plain Noodles, Snack Noodles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Noodles market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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