

## Noodles in Costa Rica

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Given the increased interest in convenient instant meals, manufacturers and distributors have started to apply further levels of segmentation, in order to fulfil the constantly changing demands for such products from loyal consumers, while aiming to reach other consumer segments, such as children. New flavours, features (spicy), health content (35% less sodium) and child-orientated formulations (cartoon-character-shaped noodles and packaging pictures) have resulted in key developing trends,.

Euromonitor International's Noodles in Costa Rica 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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