

# Rice, Pasta and Noodles in China

<https://marketpublishers.com/r/RDDE2A8D0F0EN.html>

Date: November 2023

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: RDDE2A8D0F0EN

## Abstracts

The performance of rice, pasta and noodles is expected to show a mixed picture in China in 2023, reflecting changing consumer preferences and market dynamics. Retail volume declines are expected for the main categories, rice and noodles, mainly due to the rebound from pandemic-induced stockpiling and home cooking in 2022, which boosted demand for these staple products. Instant noodles in particular, with various flavours, a good taste, long shelf life, and affordable prices, were considered one...

Euromonitor International's Rice, Pasta and Noodles in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Noodles, Pasta, Rice.

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

Why buy this report?

Get a detailed picture of the Rice, Pasta and 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.

## Contents

Rice, Pasta and Noodles in China  
Euromonitor International  
November 2023  
List Of Contents And Tables  
RICE, PASTA AND NOODLES IN CHINA  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Rice, pasta and noodles sees retail volumes decline, but foodservice volumes rebound  
Omnichannel marketing continues to be important in shaping a responsible brand image  
Premiumisation seen in rice

### **PROSPECTS AND OPPORTUNITIES**

Dried pasta will grow rapidly, although will still face competition from quick recipe kits  
With support from online channels, product innovation set to drive further growth for instant noodles

Health awareness set to drive premiumisation in instant noodles

### **CATEGORY DATA**

- Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023
- Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023
- Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023
- Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023
- Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023
- Table 6 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023
- Table 7 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
- Table 8 NBO Company Shares of Rice: % Value 2019-2023
- Table 9 LBN Brand Shares of Rice: % Value 2020-2023
- Table 10 NBO Company Shares of Pasta: % Value 2019-2023
- Table 11 LBN Brand Shares of Pasta: % Value 2020-2023
- Table 12 NBO Company Shares of Noodles: % Value 2019-2023
- Table 13 LBN Brand Shares of Noodles: % Value 2020-2023
- Table 14 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
- Table 15 Distribution of Rice by Format: % Value 2018-2023
- Table 16 Distribution of Pasta by Format: % Value 2018-2023
- Table 17 Distribution of Noodles by Format: % Value 2018-2023
- Table 18 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
- Table 19 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 20 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 21 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

STAPLE FOODS IN CHINA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 22 Sales of Staple Foods by Category: Volume 2018-2023

Table 23 Sales of Staple Foods by Category: Value 2018-2023

Table 24 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 25 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 27 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 28 Penetration of Private Label by Category: % Value 2018-2023

Table 29 Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Rice, Pasta and Noodles in China

Product link: <https://marketpublishers.com/r/RDDE2A8D0F0EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RDDE2A8D0F0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970