

Rice, Pasta and Noodles in China

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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.

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November 2023

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