

Rice, Pasta and Noodles in India

<https://marketpublishers.com/r/RDE2C768A67EN.html>

Date: March 2024

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: RDE2C768A67EN

Abstracts

Despite its already high base, rice, pasta and noodles in India saw dynamic double-digit retail volume and current value growth in 2023, with strong increases across all categories. With increasing digital penetration, the usage of OTT platforms such as Netflix and Prime has significantly increased in the country. Korean series streamed on these OTT platforms have become widely popular in India, which in turn has generated widespread interest amongst consumers in Korean cuisines, especially nood...

Euromonitor International's Rice, Pasta and Noodles in India 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 2019-2023, 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 2028, 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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