

Rice, Pasta and Noodles in Iran

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Abstracts

All areas of rice, pasta and noodles recorded very dynamic performances during 2016 but for different reasons. While the main reason for growth in rice was the continuous trend for conversion from loose/unpackaged products to packaged rice, pasta is benefiting greatly from innovations in flavours, product packaging and shapes during 2016. Noodles however, recorded outstanding volume growth due to its much lower base and improvements in its availability inside the traditional retail environment...

Euromonitor International's Rice, Pasta and 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 2011-2015, 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 2020 illustrate how the market is set 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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