

Rice, Pasta and Noodles in Thailand

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Abstracts

Sales of rice, pasta, and noodles benefit from such products being affordable staples, especially during a time of economic uncertainty, when consumers are cooking at home regularly. In particular, rice is seeing the highest growth as rice continues to be the main staple for Thai consumers. On the other hand, pasta benefits from a trend for Western cooking, along with its convenience. Meanwhile, noodles remain a popular staple with Thai consumers, boosted by consumers return to out-of-home, busy...

Euromonitor International's Rice, Pasta and Noodles in Thailand 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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