

Rice, Pasta and Noodles in China

Market Direction | 2022-11-15 | 26 pages | Euromonitor

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Report description:

Continued regional lockdowns in both higher-tier and lower-tier cities in 2022 have nurtured consumers' habit of stockpiling. Due to fear of food shortages, many have stored sufficient instant food at home to prepare for possible lockdowns, especially those who do not have cooking facilities at home. Instant noodles, with various flavours, a good taste, long shelf life and affordable prices, has become one of the most suitable foods to store during lockdowns. This has boosted sales of instant no...

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 2017-2021, 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 <|Year|> directly informs our forecasts to 2026, 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.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Instant noodles records high growth in 2022 due to stockpiling during lockdowns

Dried pasta hits a double-digit growth rate, even under the impact of challenging international logistics

Retail outperforms foodservice in volume terms due to impact of lockdowns on out-of-home consumption

PROSPECTS AND OPPORTUNITIES

Instant noodles to see growth normalise, with a shift to premiumisation and health

Instant noodles will face intense competition from ready meals and quick recipe kits

E-commerce penetration of rice consumption will continue to increase along with premiumisation and small packaging

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STAPLE FOODS IN CHINA

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