

## **Rice, Pasta and Noodles in Singapore**

Market Direction | 2022-12-20 | 26 pages | Euromonitor

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### **Report description:**

Amid rising inflation, stakeholders such as the government and retailers are playing a role in attempts to moderate the unit price growth for rice, the dominant product within rice, pasta and noodles. For instance, leading grocery retailer FairPrice offered a 15% discount on three lines of bulk packaged rice in 2022 under Songhe AAA Thai Hom Mali Rice (5kg), Double FP Thai Hom Mali Premium Quality Fragrant Rice (10kg), and FairPrice Thai Brown Rice (5kg) for two weeks between 27 October and 9 No...

Euromonitor International's Rice, Pasta and Noodles in Singapore 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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December 2022

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Instant noodles leads in terms of marketing and innovation

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