

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

Market Direction | 2023-01-27 | 28 pages | Euromonitor

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### **Report description:**

With the rising penetration of high-speed internet in India and increased access to smartphones, local consumers are increasingly exposed to OTT media and YouTube content. This means that many Indians are increasingly experimenting with international cuisine due to the rising influence of Korean, US, and Mexican cultures. Food is an integral part of many television shows and online content, enabling local consumers to become more familiar with different types of cuisine that includes the use of...

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 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 <|Year|> 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.

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Increase in digital media consumption drives up interest in pasta and noodles as part of global cuisine trends

Inflation forces consumers to trade down rice options

Urban consumers gravitate towards quick commerce to purchase pasta and noodles

#### PROSPECTS AND OPPORTUNITIES

Pasta set to be dynamic performer over the forecast period

Healthier variants of rice, pasta and noodles to benefit from rising health consciousness

Competition from unpackaged rice presents both opportunity and threat for established category players

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