

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

Market Direction | 2023-11-27 | 29 pages | Euromonitor

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### **Report description:**

The high demand for pasta in Turkey is largely based on its practicality, especially for large households. This spiked demand at the peak of the pandemic as many consumers spent all of their time indoors. This meant that many consumers were more willing to experiment with a wide range of different recipes, with pasta dishes emerging as a main course, rather than simply a side dish, as was common before the onset of the pandemic.

Euromonitor International's Rice, Pasta and Noodles in Turkey 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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Euromonitor International  
November 2023

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Noodles remains the most expensive option

Rice continues to pique interest as a cheap, versatile and nutritious staple food

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