

Rice, Pasta and Noodles in Taiwan

Market Direction | 2024-02-27 | 25 pages | Euromonitor

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Report description:

Rice, pasta and noodles in Taiwan aligned with the trends influenced by the resumption of out-of-home lifestyles in 2023. As consumers returned to the office and travel and social norms they were more likely to dine out. As in other categories of staple foods, foodservice drove volume growth as tourism flows increased and local consumers dined out more. Foodservice was by far the biggest channel for rice and pasta in 2023, although volume sales of noodles were highest in the retail channel.

Euromonitor International's Rice, Pasta and Noodles in Taiwan 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 2019-2023, 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 2028, 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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Competition intensifies in instant noodles with strong new product developments

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STAPLE FOODS IN TAIWAN

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