

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

Market Direction | 2024-03-25 | 29 pages | Euromonitor

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### **Report description:**

Despite its already high base, rice, pasta and noodles in India saw dynamic double-digit retail volume and current value growth in 2023, with strong increases across all categories. With increasing digital penetration, the usage of OTT platforms such as Netflix and Prime has significantly increased in the country. Korean series streamed on these OTT platforms have become widely popular in India, which in turn has generated widespread interest amongst consumers in Korean cuisines, especially nood...

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 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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Euromonitor International  
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Major players in noodles focus on product launches inspired by consumers' growing interest in K-drama

Changing dietary preferences and lifestyles fuel the growth of packaged rice

Urban consumers gravitate towards e-commerce to purchase pasta and noodles

##### PROSPECTS AND OPPORTUNITIES

Low per capita consumption of noodles and pasta offers growth prospects going forward

Basmati rice set to witness steady growth, given the implementation of new FSSAI rules

Private label set to intensify the competition in rice

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