

**Rice, Pasta and Noodles in the Philippines**

Market Direction | 2024-11-06 | 24 pages | Euromonitor

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**Report description:**

The market for rice, pasta, and noodles in the Philippines is set to register positive volume growth in 2024, following the upward trend from the previous year. Packaged noodles continue to dominate retail volume sales within the category; however, packaged rice has also seen solid gains in both retail and foodservice channels. This demand for rice persists not only because it is an essential staple for Filipino consumers but also due to the variety of price points available, making it accessibl...

Euromonitor International's Rice, Pasta and Noodles in Philippines 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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