

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

Market Direction | 2025-01-24 | 28 pages | Euromonitor

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### **Report description:**

In 2024, rice, pasta and noodles in Thailand is projected to experience solid growth in both retail volume and current value terms. Rice is expected to see the strongest retail volume growth, as it remains a staple in Thai households. The rising cost of living has notably influenced consumer behaviour in 2024, with a greater focus on value for money. With disposable incomes under pressure, consumers have increasingly been opting for bulk packaging, particularly for essential items such as rice a...

Euromonitor International's Rice, Pasta and Noodles in Thailand 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 2020-2024, 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 2029, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Increased competition for local players, due to more imported brands

Flavour innovation sustains consumer interest in instant noodles

#### PROSPECTS AND OPPORTUNITIES

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