

# Rice, Pasta and Noodles in Argentina

November 2023

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## Rice, Pasta and Noodles in Argentina - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Rice declines against backdrop of pricing challenges

Shift towards modern retail outlets, while Molinos Río de la Plata remains in the lead

Dried pasta and noodles - a mixed picture

## PROSPECTS AND OPPORTUNITIES

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Chilled pasta to see greater growth, as health and wellness trends inform innovation

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