

# Rice, Pasta and Noodles in Kazakhstan

November 2023

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

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Healthy volume growth in instant noodles Demand for pasta does not fall, despite rising prices. Price increases for rice dampens volume demand

# PROSPECTS AND OPPORTUNITIES

Increased demand for premium brands of instant noodles Expanding food consumption opportunities for pasta Further price increase for rice in short term

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