

Rice, Pasta and Noodles in Japan

November 2023

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2023 DEVELOPMENTS

Volume growth of pasta and noodles struggles due to easing of COVID-19, but rice performs relatively well thanks to affordability

Demand for convenience remains high

JA Group and Nissin Food Products lead

PROSPECTS AND OPPORTUNITIES

Minimal growth expected due to the weak performance of rice

Frozen noodles and instant noodles set to perform well

Premiumisation with a focus on health will remain important to sustain profits and attract attention from health-conscious consumers

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