

Rice, Pasta and Noodles in Saudi Arabia

November 2023

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Rice, Pasta and Noodles in Saudi Arabia - Category analysis

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2023 DEVELOPMENTS

Noodles continues to benefit from its image of being a convenient and affordable option for locals and pilgrims

Rice supplies under pressure as India bans exports on some varieties

Health and wellness trend influencing new product development in pasta

PROSPECTS AND OPPORTUNITIES

Social media impact on Noodles consumption

Consumers expected to shop around for the best value which could favour private label

E-commerce set for further growth while foodservice sales should benefit from Saudi Arabia's ambitious tourism targets

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