

Rice, Pasta and Noodles in Thailand

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of rice, pasta and noodles benefit from affordability and convenience

Flavour innovations continue to boost the appeal of instant noodles

Noodles finally receive government approval for price rises – albeit at a lower rate than players hoped

PROSPECTS AND OPPORTUNITIES

Poor weather conditions expected to decrease domestic rice production volume

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Japanese cuisine continues to drive Japanese rice brands

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