

Rice, Pasta and Noodles in Canada

November 2023

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Rice, Pasta and Noodles in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales show a slight decline

Rice emerges as the strongest performer

Healthier options gain traction as demand rises

PROSPECTS AND OPPORTUNITIES

Improved volume growth expected for rice, pasta, and noodles

Pasta to lead with aggressive new product developments focusing on innovation and health

Foodservice sector set to recover to pre-pandemic levels

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