

Rice, Pasta and Noodles in China

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rice, pasta and noodles sees retail volumes decline, but foodservice volumes rebound
Omnichannel marketing continues to be important in shaping a responsible brand image
Premiumisation seen in rice

PROSPECTS AND OPPORTUNITIES

Dried pasta will grow rapidly, although will still face competition from quick recipe kits
With support from online channels, product innovation set to drive further growth for instant noodles
Health awareness set to drive premiumisation in instant noodles

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023
Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023
Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023
Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023
Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023
Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023
Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
Table 8 - NBO Company Shares of Rice: % Value 2019-2023
Table 9 - LBN Brand Shares of Rice: % Value 2020-2023
Table 10 - NBO Company Shares of Pasta: % Value 2019-2023
Table 11 - LBN Brand Shares of Pasta: % Value 2020-2023
Table 12 - NBO Company Shares of Noodles: % Value 2019-2023
Table 13 - LBN Brand Shares of Noodles: % Value 2020-2023
Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
Table 15 - Distribution of Rice by Format: % Value 2018-2023
Table 16 - Distribution of Pasta by Format: % Value 2018-2023
Table 17 - Distribution of Noodles by Format: % Value 2018-2023
Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028
Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028
Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Staple Foods in China - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2018-2023
Table 23 - Sales of Staple Foods by Category: Value 2018-2023
Table 24 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 25 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 26 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 27 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 28 - Penetration of Private Label by Category: % Value 2018-2023

Table 29 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rice-pasta-and-noodles-in-china/report.