

# Rice, Pasta and Noodles in India

March 2024

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## Rice, Pasta and Noodles in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Major players in noodles focus on product launches inspired by consumers' growing interest in K-drama

Changing dietary preferences and lifestyles fuel the growth of packaged rice

Urban consumers gravitate towards e-commerce to purchase pasta and noodles

#### PROSPECTS AND OPPORTUNITIES

Low per capita consumption of noodles and pasta offers growth prospects going forward

Basmati rice set to witness steady growth, given the implementation of new FSSAI rules

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