

Rice, Pasta and Noodles in Taiwan

February 2024

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Rice, Pasta and Noodles in Taiwan - Category analysis

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2023 DEVELOPMENTS

The resumption of out-of-home lifestyles sees a shift from retail to foodservice Rice continues to see premiumisation Competition intensifies in instant noodles with strong new product developments

PROSPECTS AND OPPORTUNITIES

Foodservice is set to remain the fastest-growing channel Convenience stores to benefit from easy access and impulse trends Non-fried instant noodles to benefit from healthier positioning

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