

Rice, Pasta and Noodles in Singapore

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Rice, Pasta and Noodles in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixed performances by pasta and noodles in Singapore

Dominant rice continues to grapple with high price rises in 2023

Nissin retains its strength in instant noodles, with a strategic focus on flavour innovation

PROSPECTS AND OPPORTUNITIES

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Poor rice production yield expected to affect global rice supply

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