

Rice, Pasta and Noodles in Mexico

November 2023

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Rice, Pasta and Noodles in Mexico - Category analysis

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2023 DEVELOPMENTS

Changes in social habits boost at-home consumption
Pasta enjoys strong penetration of Mexican households
More than half of the rice consumed in Mexico is imported

PROSPECTS AND OPPORTUNITIES

Noodles expected to be the most dynamic performer over the forecast period
Private label is expected to increase presence in the category
E-commerce will continue to gain ground as distribution channel

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