

# Rice, Pasta and Noodles in Turkey

November 2022

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

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales of noodles increase as distribution expands and availability improves

Sales growth in pasta slowing down as the return to pre-pandemic lifestyles kicks in

Rice maintains dynamic growth as consumers contemplate a wider range of uses

#### PROSPECTS AND OPPORTUNITIES

Noodles to benefit from the entry of new brands as sales continue to boom

Sales growth in pasta set to be fuelled by the launch of more sophisticated variants

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