

Rice, Pasta and Noodles in the Philippines

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rice consumption drives volume gains in 2023
Instant cup noodles satisfy need for greater convenience
Robust expansion for dried pasta in foodservice

PROSPECTS AND OPPORTUNITIES

Continued growth expected, with foodservice leading the way
Wellness trends could inform product innovation, but adlai could pose a threat to healthier rice varieties
Filipino flavours may be explored in noodles

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