

# Rice, Pasta and Noodles in Singapore

January 2024

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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

Healthier eating trends will drive further product innovation  
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