

Rice, Pasta and Noodles in Vietnam

November 2023

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Rice, Pasta and Noodles in Vietnam - Category analysis

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2023 DEVELOPMENTS

Retail prices increase, alongside greater potential for rice exports
Manufacturers adopt a variety of strategic approaches in bid to boost sales
Greater diversity of flavours

PROSPECTS AND OPPORTUNITIES

Continued growth expected, as rice transitions away from a commodity product
Healthier lifestyles offer opportunities for manufacturers
Traditional retail channels will remain important

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