

Rice, Pasta and Noodles in China

November 2023

Table of Contents

Rice, Pasta and Noodles in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rice, pasta and noodles sees retail volumes decline, but foodservice volumes rebound
Omnichannel marketing continues to be important in shaping a responsible brand image
Premiumisation seen in rice

PROSPECTS AND OPPORTUNITIES

Dried pasta will grow rapidly, although will still face competition from quick recipe kits
With support from online channels, product innovation set to drive further growth for instant noodles
Health awareness set to drive premiumisation in instant noodles

CATEGORY DATA

- Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023
- Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023
- Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023
- Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023
- Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023
- Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
- Table 8 - NBO Company Shares of Rice: % Value 2019-2023
- Table 9 - LBN Brand Shares of Rice: % Value 2020-2023
- Table 10 - NBO Company Shares of Pasta: % Value 2019-2023
- Table 11 - LBN Brand Shares of Pasta: % Value 2020-2023
- Table 12 - NBO Company Shares of Noodles: % Value 2019-2023
- Table 13 - LBN Brand Shares of Noodles: % Value 2020-2023
- Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
- Table 15 - Distribution of Rice by Format: % Value 2018-2023
- Table 16 - Distribution of Pasta by Format: % Value 2018-2023
- Table 17 - Distribution of Noodles by Format: % Value 2018-2023
- Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
- Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028
- Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028
- Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Staple Foods in China - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 22 - Sales of Staple Foods by Category: Volume 2018-2023
- Table 23 - Sales of Staple Foods by Category: Value 2018-2023
- Table 24 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 25 - Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 26 - NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 27 - LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 28 - Penetration of Private Label by Category: % Value 2018-2023

Table 29 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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