



Euromonitor
International

Rice, Pasta and Noodles in Hong Kong, China

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking and value sensitivity drive growth in rice, pasta and noodles in 2025

INDUSTRY PERFORMANCE

The rise of home cooking supports growth for rice, pasta and noodles in 2025

Instant noodles drive growth through offering affordability and convenience

WHAT'S NEXT?

Steady growth for rice, pasta and noodles is set to be supported by price sensitivity and home cooking

Rising health awareness will reshape consumer expectations for rice, pasta and noodles

Thailand's New Rice Economy initiative is set to support premiumisation of rice in Hong Kong

COMPETITIVE LANDSCAPE

Nissin Foods Co Ltd sustains its leadership through localisation and cultural collaboration

Private label gains momentum during value-driven consumption

CHANNELS

Supermarkets retain its dominance through accessibility and promotional strength

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EXECUTIVE SUMMARY

Modest growth under price pressures and health-driven innovation

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INDUSTRY PERFORMANCE

Value growth for staple food is constrained by cost pressures and cross-border shopping

Health and wellness drive innovation during ongoing price sensitivity

Health-focused innovation spans ingredient quality and clean labelling

WHAT'S NEXT?

Value growth is set to be constrained by price sensitivity and cautious consumer behaviour

Health and wellness is expected to drive value and differentiation in staple foods

Packaging innovation and convenience channels are set to drive incremental value

COMPETITIVE LANDSCAPE

The Garden Co Ltd maintains its lead through innovation and expertise

Private label strengthens its presence through quality and innovation

CHANNELS

Supermarkets consolidates its leadership despite cross-border pressures

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