



Euromonitor
International

Rice, Pasta and Noodles in Uzbekistan

December 2025

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2025 DEVELOPMENTS

Population growth and traditional dietary habits support stable demand

INDUSTRY PERFORMANCE

Instant noodle pouches is the fastest growing category

Pricing pressures recede in rice

WHAT'S NEXT?

Overall demand set to increase steadily

Health-oriented products expected to become more popular

Efforts to boost domestic supply should facilitate greater price stability in rice

COMPETITIVE LANDSCAPE

Mareven Food Central OOO strengthens its overall lead

Barilla GeR Flli SpA is the most dynamic performer in value growth terms

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Small local grocers still the dominant distribution channel

E-commerce shows fastest growth in value sales

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Staple foods continues to perform positively in 2025

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INDUSTRY PERFORMANCE

Multiple factors help to mitigate upward pressure on unit prices

Increasing desire for convenience is a key demand driver in several categories

WHAT'S NEXT?

Staple foods retains solid prospects for further growth

Health concerns will gradually gain influence over purchasing decisions

COMPETITIVE LANDSCAPE

Brotmeister Nonash ZAO remains the overall leader in staple foods

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CHANNELS

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