



**Euromonitor
International**

Rice, Pasta and Noodles in Mexico

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Rice, Pasta and Noodles in Mexico - Category analysis

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2025 DEVELOPMENTS

Stronger reliance on rice in tougher economic climate

INDUSTRY PERFORMANCE

Mexican households depend on staples as spending is curtailed

Rice remains a vital staple in local cuisine

WHAT'S NEXT?

Global market conditions to weigh on category performance

Health and wellness trends will be growth driver in pasta

Private label is well positioned to gain further ground

COMPETITIVE LANDSCAPE

Toyo Suisan Kaisha Ltd strengthens its position

Fábrica de Pastas Alimenticias La Moderna has dominant position in dried pasta

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Economic strife shapes category performance

Growing scrutiny of processed foods drives emphasis on more natural ingredients

WHAT'S NEXT?

Household dependency on staples to remain strong amid economic uncertainty

Expansion of modern retailers will raise visibility of staples

COMPETITIVE LANDSCAPE

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