



Rice, Pasta and Noodles in Belgium

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales sustained by convenience factor of category products
- Dried pasta remains popular product segment despite slight dip in volume sales in 2024
- Rice continues to rise, benefiting from Asian and health trends

PROSPECTS AND OPPORTUNITIES

- Overall category set to see continued though slowed growth
- Rice's strong nutritional profile will propel its expansion, with overall category benefiting from rising health consciousness
- Private label pasta will remain fierce competitor threatening growth for branded alternatives, while players sharpen focus on packaging innovation

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Staple Foods in Belgium - Industry Overview

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