

Rice, Pasta and Noodles in Austria

November 2024

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Rice, Pasta and Noodles in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rice, pasta and noodles benefits from staple status in Austria Rewe International leads companies in 2024, followed by Mars Pasta remains most popular product

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Enduring popularity ensures continued category expansion Convenience and high-protein trends set to gain ground Sustainability and health and wellness will remain key concerns

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