



**Euromonitor
International**

Rice, Pasta and Noodles in Finland

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for rice, pasta and noodles in 2024 as consumers dine at home and players offer more convenience
Price sensitivity amongst local consumers gives private label and discounters a boost
Health and wellness trend boosts new product development in pasta

PROSPECTS AND OPPORTUNITIES

Recycling, sustainability and ethical concerns will move to the fore
Private labels set to continue attracting consumers with quality products at competitive prices
Despite price consciousness, premiumisation trend will continue apace

CATEGORY DATA

- Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024
- Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024
- Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024
- Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024
- Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024
- Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024
- Table 8 - NBO Company Shares of Rice: % Value 2020-2024
- Table 9 - LBN Brand Shares of Rice: % Value 2021-2024
- Table 10 - NBO Company Shares of Pasta: % Value 2020-2024
- Table 11 - LBN Brand Shares of Pasta: % Value 2021-2024
- Table 12 - NBO Company Shares of Noodles: % Value 2020-2024
- Table 13 - LBN Brand Shares of Noodles: % Value 2021-2024
- Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
- Table 15 - Distribution of Rice by Format: % Value 2019-2024
- Table 16 - Distribution of Pasta by Format: % Value 2019-2024
- Table 17 - Distribution of Noodles by Format: % Value 2019-2024
- Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
- Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029
- Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
- Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

Staple Foods in Finland - Industry Overview

EXECUTIVE SUMMARY

Key trends in 2024
Staple foods in 2024: The big picture
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 22 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 23 - Sales of Staple Foods by Category: Value 2019-2024
- Table 24 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 25 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 27 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 28 - Penetration of Private Label by Category: % Value 2019-2024

Table 29 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 31 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rice-pasta-and-noodles-in-finland/report.