



# Rice, Pasta and Noodles in Slovenia

November 2024

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## Rice, Pasta and Noodles in Slovenia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Convenience and rising popularity of international cuisine boost sales of instant noodle pouches

Chilled pasta perceived to offer superior taste and quality

Key players use new products and promotions to maintain their positions

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Popularity of international dishes and social media drive demand

New players and products will fuel growth of instant noodles and chilled pasta

Further robust growth of e-commerce as cyber security improves

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