

# Rice, Pasta and Noodles in Portugal

November 2024

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

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Solid growth for pasta and noodles as players offer convenience and affordability Innovations focus on health and wellness to align with rising consumer demands Rice consumption shifts as both private label and expensive options gain ground

## PROSPECTS AND OPPORTUNITIES

Rising prices will lead consumers to opt for cheaper solutions

The rising need for convenience boosts sales of noodles across the forecast period Chilled pasta shows a positive trend due to its convenience and popularity

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