



Euromonitor
International

Rice, Pasta and Noodles in Ukraine

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Drop in local rice production impacts sales
- Instant noodles sees various changes and developments in 2024
- Imported pasta comes out on top thanks to perceptions of offering higher quality

PROSPECTS AND OPPORTUNITIES

- Durum/hard wheat pasta set to be the big winner as consumers look for higher quality products
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DISCLAIMER

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