



Rice, Pasta and Noodles in Ireland

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Category’s volume sales fully recover as inflation rates ease
- As consumer confidence improves, desire for convenient food options recovers
- Demand for international cuisines boosts sales of chilled noodles

PROSPECTS AND OPPORTUNITIES

- Category to benefit from the premiumisation trend
- Manufacturers focus on health as concerns about UPFs are on rise
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