

# Rice, Pasta and Noodles in Serbia

December 2024

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

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Convenience drives noodles growth amidst price sensitivity Pasta sales grow slightly despite high prices Rice sees increased private label share amid decreasing discount purchases

### PROSPECTS AND OPPORTUNITIES

Noodles to drive stable growth, driven by convenience Price sensitivity to influence rice and pasta sales Brand loyalty to benefit leading players in a saturated market

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