

# Rice, Pasta and Noodles in Romania

November 2024

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

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising costs and premiumisation drives up average prices Consumers are seeking a premium pasta experience at home Rice benefits from the natural absence of gluten

## PROSPECTS AND OPPORTUNITIES

Bright outlook for rice and pasta as staple products Solid growth ahead for pasta category Products to emerge with sustainable qualities

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