

# Rice, Pasta and Noodles in Croatia

November 2024

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

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Expansion of local production capabilities to improve product availability and reduce costs associated with importation Premiumisation of pasta products Government intervention to stabilise prices of essential food items

#### PROSPECTS AND OPPORTUNITIES

Rising prices due to global supply issues Technological innovation and automation to remain a key trend Rising prices force consumers to adjust their purchasing habits

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