

# Rice, Pasta and Noodles in Slovakia

November 2024

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

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stagnant volume sales in rice, pasta and noodles

Health awareness is driving the gluten-free trend

Need for convenience is raising the appeal of noodles

## PROSPECTS AND OPPORTUNITIES

Plant-based eating and rising prices will support category growth

Retail e-commerce has considerable growth opportunities

Private label penetration set to rise

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