

# Rice, Pasta and Noodles in North Macedonia

November 2024

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## Rice, Pasta and Noodles in North Macedonia - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Retail volume sales buoyed by enduring popularity of rice and dried pasta Healthy image and convenience factor broaden appeal of chilled pasta Instant noodles is a focal point for new product development

## PROSPECTS AND OPPORTUNITIES

Overall growth prospects will remain limited due to maturity and population decline Chilled pasta expected to be the fastest developing category Fortunes of plain and instant noodles will continue to diverge

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