

Rice, Pasta and Noodles in Germany

November 2023

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Rice, Pasta and Noodles in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Large price increases characterise the rice, pasta and noodles category

Consumers react to high prices by choosing private label

Ingredients are adjusted to the current situation in the short term

PROSPECTS AND OPPORTUNITIES

With egg pasta becoming less popular, other ingredients and flavours see increasing demand

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Sustainability will have an impact in various ways

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