

# Rice, Pasta and Noodles in Finland

November 2023

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

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Normalisation of retail-foodservice demand

Health and wellness trend boosts new product development in pasta

Myllan Paras is at the forefront of consumer engagement

## PROSPECTS AND OPPORTUNITIES

Emphasis on domestic products to grow apace in the forecast period

Private label to continue to win over consumers with good quality products at competitive prices

Recycling, sustainability and ethical aspects move to the fore

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