

# Rice, Pasta and Noodles in Ireland

November 2023

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

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Healthier variants emerge in line with the ongoing health and wellness trend in Ireland Plant-based diets influence category innovation in 2023 Rice, pasta and noodles sees robust growth in 2023

#### PROSPECTS AND OPPORTUNITIES

Innovation will focus on protein sources and nutritional content Rice will see steady growth, but challenges lie on the horizon Ethnic cuisines and e-commerce will stimulate sales of noodles and pasta

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