

# Rice, Pasta and Noodles in Norway

November 2023

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#### 2023 DEVELOPMENTS

Volatility in the rice supply chain impacting prices

Chilled pasta thriving as a quick and tasty meal solution

Focus on health and convenience informing new product development

#### PROSPECTS AND OPPORTUNITIES

Pasta likely to remain a popular meal option with chilled varieties set to gain further ground

Convenience and a focus on Asian cuisine set to be key growth drivers for noodles

Increasing focus on health and wellness likely to influence demand and new product development

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