

# Rice, Pasta and Noodles in Latvia

November 2023

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

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Market stability amid economic uncertainty Changing brand dynamics Consumers shift towards premium products

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Health consciousness to continue impacting sales Premiumisation will expand within pasta, while instant noodles attracts contrasting perceptions Private label players will present greater competitive threat

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