

# Rice, Pasta and Noodles in Poland

November 2023

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

## **KEY DATA FINDINGS**

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Category development driven by innovation and convenience

Marketing activities bolster home cooking in Poland

Tan Viet leads noodles with vigorous promotional activity

## PROSPECTS AND OPPORTUNITIES

Steady growth anticipated for rice, pasta and noodles

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Pasta to see continued strong growth

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