

Rice, Pasta and Noodles in Ukraine

November 2023

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Rice, Pasta and Noodles in Ukraine - Category analysis

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2023 DEVELOPMENTS

Pasta's status as an essential source of starchy carbohydrates supports demand
Armed conflict influences major changes in the competitive environment in noodles
Fewer barriers to entry in noodles make the category attractive to newcomers

PROSPECTS AND OPPORTUNITIES

The health and wellness trend set to influence demand for rice and pasta
A more diverse range of products set to broaden the appeal of instant noodles
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