

Rice, Pasta and Noodles in Estonia

November 2023

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Rice, Pasta and Noodles in Estonia - Category analysis

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2023 DEVELOPMENTS

Chilled pasta is popular among busy people

Dried pasta supported by wider product assortment

Pasta manufacturer Abestock AS leads overall category

PROSPECTS AND OPPORTUNITIES

Further development expected in chilled pasta

Dried pasta will grow due to its ease of preparation and cost-effectiveness

Rising interest in Japanese cuisine to drive rice category

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