

# Rice, Pasta and Noodles in Bosnia and Herzegovina

November 2023

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#### Rice, Pasta and Noodles in Bosnia and Herzegovina - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Demand stabilises in rice, pasta and noodles despite price inflation Consumers opt for superior taste and quality of chilled pasta Convenience and sustainability trends shape new product development

### PROSPECTS AND OPPORTUNITIES

Slower pace of growth expected for rice, pasta and noodles Chilled pasta to gain further popularity Premiumisation trend offers value growth potential in rice category

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