

# Rice, Pasta and Noodles in North Macedonia

November 2023

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#### Rice, Pasta and Noodles in North Macedonia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Stable performance of rice and noodles in 2023 Rising demand and product expansion support growth of instant noodle pouches Italian companies continue to lead pasta in 2023

## PROSPECTS AND OPPORTUNITIES

Innovation and niche products to ensure further growth Chilled pasta to see the fastest growth as consumers demand fresh products Rising demand and availability of noodles

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