

## **Rice, Pasta and Noodles in Estonia**

Market Direction | 2022-11-16 | 25 pages | Euromonitor

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### **Report description:**

In 2022, pasta witnessed the fastest retail volume and current value growth as Estonians enjoy eating pasta and find it extremely easy to cook. Retail pasta products are also more affordable than pasta dishes in foodservice outlets and so Estonians are more inclined to purchase the former. The growth of pasta sauces is also stimulating the pasta category again providing a convenient meal solution.

Euromonitor International's Rice, Pasta and Noodles in Estonia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Noodles, Pasta, Rice.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Rice, Pasta and Noodles market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

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Expanding range of sauces contributes to pasta growth

Japanese home cooking contributes to rice sales growth

Industria Agricola Carredana SA de CV leads rice category

#### PROSPECTS AND OPPORTUNITIES

Growing popularity of Italian cuisine will stimulate pasta sales

A wide range of rice in terms of calories will increase the target market audience

Popularity of Asian cuisine promotes development of foodservice

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