

Rice, Pasta and Noodles in Serbia

Market Direction | 2022-11-24 | 24 pages | Euromonitor

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Report description:

While retail volume growth rates remain positive in both rice and pasta during 2022, growth rates were slower than what was seen in previous years of the review period. The main reason for the slowdown in growth is that fewer meals were being prepared at home from scratch using fresh ingredients during 2022. This was mainly due to the removal of COVID-19 control measures and the reopening of Serbia's consumer foodservice industry, with restaurants, cafes and bars able to operate at full capacity...

Euromonitor International's Rice, Pasta and Noodles in Serbia 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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Slower growth for rice and pasta as consumers prepare fewer of their meals at home

Robust advertising activity supports the positions of the leading brands in pasta

Rising demand for convenience among affluent urban professionals boosts demand for chilled pasta

PROSPECTS AND OPPORTUNITIES

Noodles poised to emerge as the star category as consumer tastes change and shift

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