

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

Market Direction | 2022-11-29 | 23 pages | Euromonitor

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### **Report description:**

Latvians are tending to stock up on key staple foods such as rice and pasta as current geopolitical events and economic uncertainty weigh heavily on consumer minds. Shoppers fear the possibility of product shortages and are trying to stock up before the prices rise any further whilst many are choosing to purchase cheaper products. Amid the soaring prices, overall retail volume sales of rice, pasta and noodles are exhibiting a decline. This is partly a normalisation of demand post-pandemic with v...

Euromonitor International's Rice, Pasta and Noodles in Latvia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumers stock up on rice, pasta and noodles amid cost of living crisis

Consumers stick with familiar brands, but private label is prominent in pasta

Growing health awareness benefits rice sales whilst negatively affecting pasta sales

#### PROSPECTS AND OPPORTUNITIES

Retail value sales growth of rice and dried pasta will be robust

Health issues will slow pasta consumption

Private label will grow in prominence whilst domestic players raise their game

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