

Rice, Pasta and Noodles in North Macedonia

Market Direction | 2022-11-28 | 24 pages | Euromonitor

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Report description:

Reaching market saturation point in North Macedonia, rice and pasta, which are the largest and most significant ranges within rice, pasta and noodles, achieve minimal volume growth in 2022. As a result of increased unit prices due to inflation, this volume growth indicating market fatigue of the leading categories translates into moderate retail value growth in 2022.

Euromonitor International's Rice, Pasta and Noodles in North Macedonia 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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Minimal volume growth as rice and pasta reach saturation point

Chilled pasta benefits from strong consumer demand and increased competition, whilst instant noodle cups suffer from resumption of foodservice

Italian companies continue to lead pasta in 2022

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Moderate volume and retail value growth with a growing appetite for novel, niche categories

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