

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

Market Direction | 2023-11-23 | 25 pages | Euromonitor

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### **Report description:**

Sales of rice, pasta, and noodles saw a sharp decline in sales in retail volume terms in 2022 with only modest growth seen in 2023. This can be attributed in large part to a stabilisation of demand following the dynamic growth experienced in 2020 when consumers stockpiled shelf stable goods due to fears of food shortages. As consumers resume more active lifestyles in the post-pandemic period they are preparing fewer home-cooked meals and this has led to reduced consumption of these staple...

Euromonitor International's Rice, Pasta and Noodles in Denmark 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 2018-2022, 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 2027, 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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Pasta sees investment in new healthy eating options

Private label thriving as consumers look for value

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Locally produced products proving popular

Noodles could benefit growing interest in Asian cooking

Chilled pasta offers the perfect blend of taste and convenience

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