

Rice, Pasta and Noodles in Estonia

Market Direction | 2023-11-24 | 25 pages | Euromonitor

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Report description:

Chilled pasta is the fastest growing category in 2023, in volume and value terms. Consumers are drawn by the favourable ratio of price and cooking time, as chilled pasta only needs to be heated for a few minutes. This pasta option is popular among busy people who do not have much time or inclination to cook. Chilled pasta is also an affordable choice compared to a similar dish from foodservice takeaway. In addition, chilled pasta can be consumed at any time, while pasta from foodservice needs to be c...

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 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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November 2023

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Chilled pasta is popular among busy people

Dried pasta supported by wider product assortment

Pasta manufacturer Abestock AS leads overall category

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Further development expected in chilled pasta

Dried pasta will grow due to its ease of preparation and cost-effectiveness

Rising interest in Japanese cuisine to drive rice category

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MARKET DATA

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