

Rice, Pasta and Noodles in Romania

Market Direction | 2023-11-24 | 27 pages | Euromonitor

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Report description:

The volume growth in the category in 2023 can be attributed to the easing of COVID-19 restrictions, effectively putting an end to stockpiling behaviours during the pandemic. The convenience of easy cooking and the ability to store products for extended periods contributed to positive volume dynamics. The surge in 2022-2023 is further driven by the high cost of living due to inflation and soaring energy prices, prompting a reduction in spending in foodservice. Home cooking, particularly for staple...

Euromonitor International's Rice, Pasta and Noodles in Romania 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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