

Rice, Pasta and Noodles in Greece

Market Direction | 2023-11-27 | 25 pages | Euromonitor

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Report description:

Despite the energy crisis and rising inflation, pasta is witnessing robust volume and current value growth in 2023. Pasta is a relatively cheap staple food that is used to make a variety of dishes and with the cost of living crisis still in play, demand is rising further. Indeed, pasta is consumed in the majority of Greek households. Rising prices have not impeded pasta consumption, although some consumers are switching to more affordable private label options. Some private label pasta products...

Euromonitor International's Rice, Pasta and Noodles in Greece 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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