

Rice, Pasta and Noodles in Austria

Market Direction | 2024-11-25 | 26 pages | Euromonitor

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Report description:

Rice, pasta and noodles is home to products regarded as staple foods in Austria and volume sales are slightly positive in 2024 despite strong price hikes. Rice, pasta and noodles variants are eaten regularly and often used in side dishes. 2024 has meant further price rises in line with inflation, but at a lower level than was seen during the previous two years. The convenience trend is driving growth in instant noodles pouches, while pasta is turning in the slowest growth. However, pasta volume...

Euromonitor International's Rice, Pasta and Noodles in Austria 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 2019-2023, 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 2028, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Rice, pasta and noodles benefits from staple status in Austria
Rewe International leads companies in 2024, followed by Mars
Pasta remains most popular product

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Enduring popularity ensures continued category expansion
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Sustainability and health and wellness will remain key concerns

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