

Rice, Pasta and Noodles in Belgium

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

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Report description:

Rice, pasta and noodles is seeing volume sales rise marginally while value sales rise robustly Belgium in 2024. The category's products are popular staples that benefit from the consumer search for convenient food solutions. Instant noodles is posting growth in both volume and value terms thanks to its products' high levels of convenience as well as growing interest from younger Belgians and busy professionals. Chilled pasta is also doing well, as it takes less time to cook than dried pasta so c...

Euromonitor International's Rice, Pasta and Noodles in Belgium 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.

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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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2024 DEVELOPMENTS

Sales sustained by convenience factor of category products
Dried pasta remains popular product segment despite slight dip in volume sales in 2024
Rice continues to rise, benefiting from Asian and health trends

PROSPECTS AND OPPORTUNITIES

Overall category set to see continued though slowed growth
Rice's strong nutritional profile will propel its expansion, with overall category benefiting from rising health consciousness
Private label pasta will remain fierce competitor threatening growth for branded alternatives, while players sharpen focus on packaging innovation

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