



# Rice, Pasta and Noodles in Austria

May 2024

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## Rice, Pasta and Noodles in Austria - Category analysis

### KEY DATA FINDINGS

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Demand for rice, pasta and noodles returns as inflation stabilises

Popularity of Italian cuisine supports growth in pasta

Private label finds favour as an affordable and quality option

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Innovations should support sustained growth momentum

Research and development could be key to unlocking demand from health-conscious consumers

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