

# Rice, Pasta and Noodles in Norway

November 2024

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

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Mediterranean diets and Asian cuisine supports sales of pasta and noodles

Dried pasta players focus on premium attributes to boost value growth

The rising interest in Asian cuisine benefits sales of instant noodles

## PROSPECTS AND OPPORTUNITIES

Sales are driven by convenience, quality and evolving culinary preferences

Lack of brand loyalty continues to drive sales of private label goods

Authenticity and premiumisation are growth drivers across the next five years

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