



Rice, Pasta and Noodles in Estonia

November 2023

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Rice, Pasta and Noodles in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chilled pasta is popular among busy people
Dried pasta supported by wider product assortment
Pasta manufacturer Abestock AS leads overall category

PROSPECTS AND OPPORTUNITIES

Further development expected in chilled pasta
Dried pasta will grow due to its ease of preparation and cost-effectiveness
Rising interest in Japanese cuisine to drive rice category

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