



Rice, Pasta and Noodles in Croatia

November 2023

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Rice, Pasta and Noodles in Croatia - Category analysis

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2023 DEVELOPMENTS

Popularity of Asian cuisine drives demand for plain noodles
Expansion of premium private label products
Instant noodles appeal, being affordable, convenient and filling

PROSPECTS AND OPPORTUNITIES

Rising demand for convenience and different cuisines to drive further growth of instant noodles
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Gluten free products to gain ground, but will remain unaffordable to most

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