

# Rice, Pasta and Noodles in the Czech Republic

November 2023

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Instant noodle pouches enjoy increased popularity amid overall decline in demand

Private labels continue to gain traction

Value-for-money packaging solutions appeal to cost-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Growing taste for Asian flavours will fuel innovation

Quick-cook pasta and packaging-free products appeal to consumers looking to reduce their carbon footprint

Legume flour-based pasta will appeal to health conscious consumers

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