

# Rice, Pasta and Noodles in Slovenia

December 2023

Table of Contents

# Rice, Pasta and Noodles in Slovenia - Category analysis

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience and rising popularity of international cuisine support growth of noodles

Demand for healthier options and wide product range benefits rice

Soaring unit prices drive shift to private label

### PROSPECTS AND OPPORTUNITIES

Social media and sushi trend support future sales

Less well-known local brands could start taking share from leading players

Emergence of new packaging formats as sustainability trend develops

#### **CATEGORY DATA**

- Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023
- Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023
- Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023
- Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023
- Table 6 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
- Table 7 NBO Company Shares of Rice: % Value 2019-2023
- Table 8 LBN Brand Shares of Rice: % Value 2020-2023
- Table 9 NBO Company Shares of Pasta: % Value 2019-2023
- Table 10 LBN Brand Shares of Pasta: % Value 2020-2023
- Table 11 NBO Company Shares of Noodles: % Value 2019-2023
- Table 12 LBN Brand Shares of Noodles: % Value 2020-2023
- Table 13 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
- Table 14 Distribution of Rice by Format: % Value 2018-2023
- Table 15 Distribution of Pasta by Format: % Value 2018-2023
- Table 16 Distribution of Noodles by Format: % Value 2018-2023
- Table 17 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
- Table 18 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028
- Table 19 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028
- Table 20 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

## Staple Foods in Slovenia - Industry Overview

#### **EXECUTIVE SUMMARY**

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

# MARKET DATA

- Table 21 Sales of Staple Foods by Category: Volume 2018-2023
- Table 22 Sales of Staple Foods by Category: Value 2018-2023
- Table 23 Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 24 Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 25 NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 26 LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 27 Penetration of Private Label by Category: % Value 2019-2023
- Table 28 Distribution of Staple Foods by Format: % Value 2018-2023

Table 29 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 30 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 31 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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#### **SOURCES**

Summary 1 - Research Sources

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