

Rice, Pasta and Noodles in Spain

November 2023

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2023 DEVELOPMENTS

Spanish government reduces VAT on rice and pasta in response to rising food prices

Chilled pasta successfully tapping into the demand for quality and convenient meal options

Rollin' Gallo forks turn back time to win back consumers

PROSPECTS AND OPPORTUNITIES

Rice likely to remain an important staple but category maturity could restrict volume growth

Health, sustainability and a focus on premium quality set to inform new product development in pasta

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