



# Rice, Pasta and Noodles in Romania

November 2024

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## Rice, Pasta and Noodles in Romania - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising costs and premiumisation drives up average prices  
Consumers are seeking a premium pasta experience at home  
Rice benefits from the natural absence of gluten

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Bright outlook for rice and pasta as staple products  
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