

Rice, Pasta and Noodles in Italy

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Abstracts

In recent years, the consumption of noodles in Italy has seen a notable rise in demand, both in terms of classic noodles and instant noodles. This trend can be attributed to Italian consumers' growing appreciation of food from other culinary traditions and the growing curiosity about new culinary experiences in the country. Classic noodles, mainly imported from Asian cuisine, have become increasingly present in the menus of Italian restaurants, both traditional and fusion outlets. The versatilit...

Euromonitor International's Rice, Pasta and Noodles in Italy report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Noodles, Pasta, Rice.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Rice, Pasta and Noodles market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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