

# Rice, Pasta and Noodles in Norway

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## Abstracts

Rice prices have been on somewhat of a rollercoaster. While many agricultural commodities have shown signs of stabilisation, the supply of rice was hit hard in 2023 by India's export ban on rice. With India looking to ensure it has enough rice to meet domestic demand and to control domestic prices it introduced a ban on the export of non-basmati white rice in July 2023, effectively halving its rice exports. This followed heavy monsoon rains which destroyed large crops. This move followed the ban...

Euromonitor International's Rice, Pasta and Noodles in Norway 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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Euromonitor International

November 2023

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Volatility in the rice supply chain impacting prices

Chilled pasta thriving as a quick and tasty meal solution

Focus on health and convenience informing new product development

### PROSPECTS AND OPPORTUNITIES

Pasta likely to remain a popular meal option with chilled varieties set to gain further ground

Convenience and a focus on Asian cuisine set to be key growth drivers for noodles

Increasing focus on health and wellness likely to influence demand and new product development

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