



Rice, Pasta and Noodles in Austria

March 2026

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Rice, Pasta and Noodles in Austria - Category analysis

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2025 DEVELOPMENTS

Important role in everyday diets

INDUSTRY PERFORMANCE

Pasta prices rise due to increase cost of durum wheat

Instant noodle pouches appeal to younger consumers

WHAT'S NEXT?

Convenience to remain key driver of sales

Innovation to focus on health and wellness

Manufacturers need to attend to sustainability

COMPETITIVE LANDSCAPE

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Barilla invests in advertising and new product development

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Staple Foods in Austria - Industry Overview

EXECUTIVE SUMMARY

Growth on back of ongoing demand for convenience

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INDUSTRY PERFORMANCE

Baked goods remains dominant, while breakfast cereals sees significant growth
Health and wellness an increasingly important influence on consumer demand

WHAT'S NEXT?

Positive outlook
Focus on health and sustainability
Evolving retail landscape

COMPETITIVE LANDSCAPE

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Artisanal products and private label ranges play key role

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