



# Rice, Pasta and Noodles in Italy

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Chilled pasta remains popular, with new flavour innovations launched
- Noodles benefit from convenience and trends for Oriental cuisine
- Barilla retains its lead in dried pasta and repays its loyal customers with price cuts in 2024

PROSPECTS AND OPPORTUNITIES

- Noodles will maintain a positive performance, however, challenges come from the ultra-processed nature of instant options
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