



# Rice, Pasta and Noodles in Romania

November 2025

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

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#### 2025 DEVELOPMENTS

Rising prices dampen overall consumption

#### INDUSTRY PERFORMANCE

Volume sales decline as high costs of living prevail

Pasta's popularity results in growth of premium lines

#### WHAT'S NEXT?

Maturity and price sensitivity are limitations to growth

Vegetable pasta and gluten-free lines will form the basis of healthy lines

Product differentiation will embrace sustainability

#### COMPETITIVE LANDSCAPE

Risso Scotti Danubio SRL is the stand out player

Nordic Import Export Co SRL gains share with Rana chilled pasta brand

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Modern retailers entice shoppers with low prices and promotions

Stronger investment in retail e-commerce infrastructure supports sales

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Consumption weakens amid high living costs

### KEY DATA FINDINGS

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Price inflation impacts staple foods

Lower bread consumption influences category dynamics

## WHAT'S NEXT?

Price inflation is set to weigh on category sales

Economic uncertainty will shape purchasing habits

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