



Rice, Pasta and Noodles in Ukraine

November 2025

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2025 DEVELOPMENTS

Consumption is rising well for pasta, rice and noodles

INDUSTRY PERFORMANCE

Rice, pasta and noodles benefit as core categories for daily nutrition

Rice is the fastest growing category as consumption develops

WHAT'S NEXT?

Ukraine revives local rice cultivation

Pasta innovations made with corn and legumes

Mivina launches stir-fry noodles in Ukraine

COMPETITIVE LANDSCAPE

Mareven Food leads with popular noodles brand Reeva

Trapeza brand enjoys strong growth

CHANNELS

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Speciality stores excel in noodles

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Economic strife shapes demand patterns

Healthy lines remain important to consumers in staple foods

Strong patriotism and desire to buy local

WHAT'S NEXT?

Focus on price and affordability will stimulate volume sales

Ukraine's economy will determine the category's performance

Retail e-commerce has strong growth potential

COMPETITIVE LANDSCAPE

Fragmented landscape is led by local manufacturers

Success of Balconi highlights desire for everyday indulgence

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