



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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Consumption weakens amid high living costs

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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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