



# Rice, Pasta and Noodles in Austria

March 2026

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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

Rewe International offers wide range of private label products

Barilla invests in advertising and new product development

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Supermarkets key to distribution of rice, pasta and noodles

Retail e-commerce sees strongest increase in sales

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## Staple Foods in Austria - Industry Overview

### EXECUTIVE SUMMARY

Growth on back of ongoing demand for convenience

### KEY DATA FINDINGS

## 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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