

## Pasta, Rice and Noodles - UK - March 2012

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“Despite the wealth of cookery programmes on the television and internet, the level of knowledge in some of the more basic areas of cuisine is rather lacking in the UK. Just over one in ten (12%) pasta users agree that it is difficult to cook pasta to the correct texture, rising to 16% of men and 22% of 16-24s.

This lack of skill is, however, driving demand for added-value, quick-to-prepare chilled pasta.”

– Alex Beckett, Senior Food Analyst

### In this report we answer the key questions:

- What can leading manufacturers learn from smaller entrants in the instant noodles sector?
- How can manufacturers increase usage of wholewheat pasta?
- How much potential is there for more premium innovation in pasta?
- How is the lack of cooking skills affecting the pasta and rice markets?

Based on anticipated hikes in underlying wheat and rice prices and growth in age groups engaged with the markets, Mintel expects the pasta market to grow by 52% to £1,350 million, the rice market to grow by 24% to £509 million and the noodles market to grow by 42% to £306 million between 2011 and 2016.

This report covers the noodles, rice and pasta sectors, looking at sales through the mainstream grocery sector.

#### Excluded

- Sales through restaurants and takeaways are excluded from market size data.
- Baby rice.
- Pasta sauces are also excluded from the definition, being covered separately in Mintel’s Cooking Sauces, Pasta Sauces and Stocks – UK, November 2011.

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