

## Pasta, Rice and Noodles - UK - March 2013

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“Although pasta and rice dishes are well known for their accessibility to even the most novice cooks, judging how much to cook is a widespread problem. There is scope for the boil-in-the-bag concept to be introduced into the UK and simple scoops with pasta and rice products would help those struggling with portion control.”

Emma Clifford, Senior Food Analyst

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

- What steps can manufacturers take to enhance the appeal of wholegrain pasta, rice and noodles?
- How can brands differentiate themselves from own-label in the pasta market?
- What areas offer key opportunities in added-health products?
- How can brands drive engagement by helping consumers judge how much pasta and rice to cook?

Reflecting the fact that many types of international cuisine have become ingrained into British food culture, the majority of consumers eat pasta (82%), rice (81%) and noodles (57%), and furthermore most users are consuming these at least once a week. The high penetration of pasta and rice in particular can be attributed to their positive perceptions in terms of healthiness, versatility and – importantly in austere times – their ability to create filling, nutritious meals on a budget.

Challengingly, with such mature markets come limitations however, and growth opportunities are harder to find. Volume sales of pasta, the largest segment of the market, have been in decline since 2010, which is likely to relate to rising prices owing to global wheat shortages. Meanwhile in 2012 the bright spot in the market came from the noodles segment, including hot snacks, which increased in value by 7% year on year. This can largely be attributed to the recent boom in pot snacks, which has been a hotbed of innovation in the last couple of years.

Mintel forecasts the pasta, rice and noodles market to grow by 26% in value terms over the 2012-17 period to £1,449 million.

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