

Pasta, Rice and Noodles - UK - February 2014

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“The current interest in high protein food presents significant opportunities for the pasta market, given that a sizeable four in ten users would like to see more pasta which is high in protein, rising to half of 25-34s.”

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- How can manufacturers inject more excitement into the pasta category?
- What opportunities are there to further develop the pot snacks market?
- Can manufacturers do more to capitalise on the current interest in protein?
- To what extent is the performance of the market tied to the wider economy?

Benefiting from Britain's love affair with foreign food, as well as generally positive perceptions in terms of healthiness, versatility and value for money, pasta, rice and noodles enjoy high levels of penetration. While the value of the market has increased between 2008 and 2013, it posted volume growth of just 4% over the period, reflecting its maturity, and volume sales declined for the first time in the five-year period in 2013.

However, the instant pot snacks market continues to go from strength to strength, with retail sales soaring between 2011 and 2013. New entrants have driven premiumisation and helped to extend the demographic appeal of these products, with the current Asian street food trend having a heavy influence on innovation in this arena.

The ageing population and the decline in the number of consumers in the family lifestage continue to pose a challenge to the market, given the strong correlation between household size and usage frequency of pasta and rice. This suggests the need for NPD to explore different packaging sizes, single-serve options and portionability to appeal to the rising number of smaller households.

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