

Dry Pasta, Rice and Noodles - US - February 2014

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“Brands should do more to show that their products provide value beyond price, by offering more healthful versions of their products and explain that nutritional content is as important as price. Brands can also do more to show that their products provide a healthier, more filling snack than other types of snack foods, which will help drive on-the-go consumption.”
 – Marla Commons, Vice President of Research

This report looks at the following areas:

- Can brands make health a value proposition?
- Can brands show value without lowering prices?
- Can brands encourage more on-the-go pasta eating?

The US market for dry pasta, rice, and noodles faces steep challenges in a saturated market, which has led to stagnant sales and a sense among consumers that the market offers little in terms of innovation. Efforts to provide healthier and more convenient products have helped penetrate this barrier to a degree, but brands need to do more to show that extra nutrition or ease of preparation offer value and that they are worth spending on, and using more frequently. Introducing new and creative flavors and varieties should aid in encouraging more sales, as will the introduction of more gluten-free pasta alternatives, which are likely to capitalize on growing interest in gluten-free diets.

This report also features analysis of the Mintel's exclusive consumer research, as well as the results of the Experian Simmons NCS, covering topics such as household usage, reasons for using more products in the last year, attitudes and behaviors toward pasta and rice products, desired product attributes, and how race and Hispanic origin figure into usage and attitudes.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend: Help Me Help Myself

Mintel Futures: Human

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Market Size and Forecast

Key points

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- Brands should look to demographics to pinpoint key users
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Key points

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Key points

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