

Pasta, Rice and Noodles - UK - February 2019

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This report looks at the following areas:

- Promoting nutritional benefits will help keep carbs on the menu
- Both value and added-value messages can be leveraged to encourage usage
- Packaging developments for rice should focus on materials and ease of use
- Focus on flavour development and authenticity will help boost noodles

Total volume sales of pasta, rice and noodles were flat in 2018, reflecting the challenges the market faces as many users actively limit/reduce the amount of carbohydrates they eat. The value of the market meanwhile increased. Strong sales of rice and instant pot snacks and noodles made up for a decline in pasta sales that were hit by own-label price cutting in dry pasta.

The image of pasta, rice and noodles as value-for-money meal options and interest in recreating pasta, rice and noodle dishes tried in restaurants at home are two high-potential avenues for encouraging more frequent usage, in light of consumer interest. Such steps look especially needed in the mature pasta and rice segments of the market.

Nutritional claims can help to elevate the image of pasta and put it on menus at home more frequently, including through putting fibre and protein claims front of packaging. In rice, packaging improvements are one way of increasing the appeal of individual products, while in instant snack pots greater authenticity will entice more people to buy.



“Tapping into their image as value for money meal options, and giving shoppers more recipe ideas for recreating popular dishes tried in restaurants at home offer high-potential routes for encouraging more frequent usage of pasta, rice and noodles. A greater focus on nutritional claims, such as promoting fibre and protein in pasta and instant snack pots will also help future sales.”

– Richard Caines, Senior

Food & Drink Analyst
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- Branded pasta faces tough battle against own-label
- Ease of use is top consideration for rice
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