

Noodles, Rice and Pasta - UK - July 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

This report assesses the performance of the noodles, rice and pasta market. Since 2007, value sales have grown by a significant 22.5% to reach £1.4 billion in 2009.

Key issues covered in the analysis

- Almost 10m adults do not eat noodles
- Looking for quick meal solutions, convenience is the key reason for buying noodles. Of the 38m+ noodle-eating adults in the UK, almost 17m see noodles as a healthy & nutritious dish. Against expectations, older consumers (45year+ olds) are most positive.
- Own label accounted for more than 30% of the rice market in 2008. But rice brands have plenty of opportunity to exploit the 6.6m rice consumers who feel that brand is important when buying rice.
- The pasta & rice market is benefiting from the recession: more than 12.5m adults say they are eating more pasta, and more than 11m are eating more rice than they did a year ago. It is the 16-24 year old age group where increased consumption is greatest.
- More than 18m pasta eaters need to be persuaded to experiment more: they just eat one type of pasta. Only 6.5m of the 45+m pasta eaters eat more than 4 types of pasta.
- The fresh pasta and chilled sauce sectors are still to be better exploited, especially cross promotion options. Seven million adults do not mind paying more for fresh pasta: it is seen as being of better quality, especially amongst 45 -54 year olds (almost 1.5m adults). A similar 7m would also buy fresh pasta with a chilled sauce to accompany it.

Scope of the report

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



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