

## Pasta, Rice and Grains - US - April 2015

**Report Price:** £2466.89 | \$3995.00 | €3133.71

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“The pasta, rice, and grains categories face stagnant sales due to perceptions that, in general, they are high in gluten and carbohydrates and the mixes may be too processed. Brands must provide more healthful options to spur sales.

Emerging grains can help breathe new life into this category, with additional focus on new flavors and health benefits.”

– Amy Kraushaar, Food & Drink and Foodservice

### This report looks at the following areas:

- How can pasta/noodle and pasta meal brands turn around sales losses?
- Can shorter cooking times encourage sales?
- Will emerging pasta, grains, and noodles help grow sales?

Sales of pasta, rice, and grains were flat in 2014 but are forecast to grow by 2019. Slow growth stems from gluten/carbohydrate avoidance. Pasta and pasta-based meals will suffer most from category avoidance and should expand gluten-free alternatives to halt declines. Pasta mixes and rice mixes are hurt by consumer migration away from packaged, processed foods. Millennials, Hispanics, and households with children are most apt to buy. Interest in emerging pasta, rice, and grain varieties can boost sales if brands position themselves to take advantage of expanding consumer palates.

#### Definition

Similar reports include *Dry Pasta, Rice, and Noodles – US, February 2014* and the March 2012 report of the same title .

For the purposes of this report, segments are defined as follows:

- pasta and noodles - includes spaghetti, macaroni, and other varieties/shapes of dry pasta; dried noodles, including egg noodles and some types of Asian noodles, such as rice noodles; frozen and refrigerated products including plain pasta/noodles as well as manicotti, ravioli, tortellini, stuff pasta shells, pierogi, and gnocchi
- dry packaged rice - including white rice, brown rice, and other varieties.
- dry rice mixes with seasonings and other dry ingredients used to prepare specific dishes, such as rice pilaf, Spanish rice, and Cajun rice dishes
- dry pasta mixes, including macaroni and cheese mixes, pasta-based meal mixes, and pasta-based side-dish mixes

Ramen soup kits (noodles packaged with flavorings), canned prepared pasta/rice meals, and frozen/refrigerated prepared dishes containing rice, pasta, or noodles are excluded.

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Food Marketing Institute (FMI)

Grocery Manufacturers Association (GMA)

National Pasta Association (NPA)

Organic Trade Association (OTA)

Private Label Manufacturers Association (PLMA)

USA Rice Federation

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