

Pasta and Noodles - US - April 2019

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This report looks at the following areas:

- Particular challenges among pasta mixes
- Relatively little brand resonance
- Tap into younger consumers while their tastes are diverse
- Countering pasta's negative health perception
- Premium indulgence



"The pasta category remains sizable, but annual sales has been stagnant in recent years and are expected to decline. Concerns about carbs and weight loss appear to be impacting consumer behavior. Health-oriented advances such as vegetables and protein in pasta could stem some of those sales declines and give brands the opportunity to leverage a premium positioning and price."

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