

Pasta, Rice and Noodles - UK - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on the pasta, rice and noodles market
- Usage of pasta, rice and noodles
- New launch activity in pasta, rice and noodles and product concepts of interest
- Behaviours related to pasta, rice and noodles, and attitudes towards them

Strong interest in British-made pasta challenges ideas around authenticity in this market being reliant on provenance and points to opportunities for the small players in this space to disrupt the market. Italian pasta stalwart Barilla's acquisition of a majority stake in London-based fresh pasta expert Pasta Evangelists speaks to the same.

The COVID-19/coronavirus outbreak fuelled a sharp uptick in the sales of pasta, rice and noodles. The lockdowns and restriction to curb the spread of the virus saw a rise in at-home meals and demand for products with a long shelf life and good value meals, driving demand for these starchy foods.



"The pasta, rice and noodles market has enjoyed a sharp uplift thanks to COVID-19.

While the move to the next normal will see sales ebb, the lasting rise in working from home, newly gained cooking skills and expected enduring plant-based trend all hold potential for the market."

– Angharad Goode, Research Analyst

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- **Three in five call for less packaging waste, two thirds are keen on cardboard**

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