

Pasta and Noodles - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Pasta/noodle consumption
- Pasta/noodle usage occasions
- Pasta/noodle purchase drivers
- Behaviors with pasta/noodles
- Innovation in pasta/noodles
- Attitudes toward pasta/noodles

Consumption of pasta is almost ubiquitous, with 95% of people eating pasta within the past three months. Yet, its use is largely confined to dinner, with barely over half of consumers eating pasta at lunch, and its use as a snack or for special occasions all but an afterthought. Nevertheless, there is opportunity to grow pasta in these lesser-used occasions, likely by drawing inspiration from more-engaged pasta consumers: fully a third of the category's highest-repertoire consumers indicate they eat pasta as a snack, and there is an array of possibilities for extending usage occasions for pasta, whether as pasta chips or even noodle-based waffles.

For at-home food categories such as pasta, the impact of inflation could and should be relatively positive, translating into fewer meals eaten in restaurants, in favor of more-affordable at-home meals. And even for pasta segments that typically carry a higher price tag (refrigerated and frozen options), there is opportunity for brands to position their products as an affordable "trade down" from restaurants but a "trade up" from lower-cost alternatives.

Amid the rising inflation, consumers will likely maximize the perceived value of sales of shelf-stable pastas and pasta mixes. Stocking-up behaviors will likely be consumer reactions to higher prices, attempting to lock in a price with a product that can be stored relatively indefinitely.



"While the last two plus years have provided a windfall for the category, there is still work for brands to do. The issues that once stifled growth persist. Still, consumers are well engaged drawn undoubtedly for the versatility, convenience and affordability of most products."

– **Billy Roberts, Sr. Analyst –
Food and Drink**

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