

Pasta, Rice and Noodles - UK - 2023

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This report looks at the following areas:

- The impact of the cost of living crisis on the pasta, rice and noodles category.
- Key trends in new launch activity in pasta, rice and noodles.
- Enticements to buy premium pasta.
- Behaviours related to eating and buying pasta, rice and noodles, including interest in added nutrition.
- Attitudes towards eating pasta, rice and noodles, including the potential to engage users outside the main meal occasion.

Despite the fact that pasta and rice are a well-established part of UK diets, 64% of users and buyers say that they rarely eat pasta, rice and noodles outside of their main meal of the day. Finding ways to encourage the use of these meal components outside of the main meal occasion is an opportunity worth exploring further, with lunchtime and special occasions holding potential.

The relative affordability of pasta, rice and noodles will continue to support the sales of these foods in the near future as consumers continue to feel financial strain. High inflation will leave brands susceptible to trading down by consumers, with own-label set to continue to benefit.

Once household finances rebound, consumer demand for affordability will ebb. Many will be better placed to trade up from pasta, rice and noodles to pricier retail products or to foodservice, putting the market under threat.

Some consumers are finding it difficult to uphold healthy eating habits amid the cost of living crisis. There is an opportunity for food brands to win favour by highlighting how they can provide nutritious and well balanced ingredients and meal solutions. This extends to pasta/rice/noodles, with products that contain added healthy ingredients appealing to 56% of category users and buyers, rising to 65% among those who say money concerns have made them buy cheaper pasta/rice/noodle variants.



“Value growth in the category has been largely inflationary in 2022, with volumes broadly stagnant. Once consumer incomes recover, the market will face growing pressures. Exploring use of these meal components outside of the main meal occasion and added health hold potential for maintaining engagement, given consumer interest.”

- Claire Finnegan, Research Analyst

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