

## Pasta, Rice and Noodles - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

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“Health concerns over carbohydrate intake continue to plague the category. However, NPD centred on ‘positive nutrition’ and tapping into the ongoing interest in gluten-free food should help to polish its image. Demand for convenient mealtime solutions should continue to benefit the category even as the rising costs of imports threaten to put upward pressure on prices.”

**Alyson Parkes, Food & Drink Analyst**

This report looks at the following areas:

- "Positive nutrition" could add value to the market
- Opportunities for noodles to forge new associations
- Speed is of the essence to pasta and rice choice

Products covered in this Report

This Report examines the UK retail market for pasta, rice and noodles. Mintel's definition covers products sold through the grocery retail channel and direct to consumers and includes:

- **Pasta: dry, chilled, frozen, canned and pouched formats**
- **Rice: dry, ready-to-heat (chilled and ambient) and frozen formats**
- **Noodles: dry, ready-to-cook wet ambient, chilled and frozen formats**
- **Instant hot snacks: instant dry noodle, pasta and rice snacks, instant ambient microwaveable pasta and rice snacks.**

Excluded from this Report:

- **Pasta-, rice- and noodle-based ready meals (frozen and chilled), pasta salads, baby rice. Pasta sauces are also excluded. These are covered in Cooking Sauces and Pasta Sauces – UK, January 2017.**

Sales via catering or foodservice establishments are excluded, although references and comparisons to these sectors may be made where relevant.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Pasta, rice, noodles enjoy near-universal usage

Dry pasta, rice and noodles most commonly used

Being easy to cook is the most important choice factor

Single-meal pasta packs chime

Instant rice appeals to two fifths, microwave pasta to 31%

Positive nutrition could add value to the market

Confidence in experimenting with noodles offers scope to bolster usage

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