

## Pasta, Rice and Noodles - UK - February 2016

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“Health concerns, in particular around carbohydrates, are likely to continue to dog the category in the immediate future. Brands and retailers should look therefore to innovation in healthier options such as low-carbohydrate, low-calorie or added-functionality in order to tackle consumers’ fears head-on.”  
Alice Baker, Research Analyst

### This report looks at the following areas:

- Healthier versions of pasta could help to boost falling sales
- Recipe suggestions could instigate interest in the category
- Extra guidance needed to boost noodle usage

### What you need to know

Pasta and rice are established mealtime staples for many consumers, especially families and larger households. Noodle usage is lower but still high. A degree of habitual behaviour is evident within the category, but consumers remain open to trying new dishes.

The maturity of the market presents difficulties for expanding the user base, but opportunities remain for innovation in formats and varieties to drive engagement and trading up.

### 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 & chilled), pasta salads, baby rice. Pasta sauces are also excluded. These are covered in Cooking Sauces, Pasta Sauces and Stocks – UK, January 2016.

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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Extra guidance needed to boost noodle usage

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Own-label pasta and rice sales fall

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Own-label loses share in NPD  
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Interest in healthier versions of pasta

Flavoured rice holds extra appeal

Some uncertainty surrounding noodles

Dry pasta seen as convenient, tinned and instant linked to unhealthy

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