

THE FUTURE OF PASTA, RICE AND NOODLES: 2019

Global Annual Review: what's now and what's next for the pasta, rice and noodles market



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Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Carb concerns continue

- Pasta suffers from carbs' declining popularity
- Carb avoidance is a goal for consumers in many countries
- Pasta focuses on better-for-you attributes
- Younger consumers are interested in pastas with a high veg content
- Whole wheat/whole grain is the most familiar format for alternative pastas
 - Graph 1: types of pasta eaten in the last 6 months

Pot snacks get healthier

- Instant snacks and noodles update their image to overcome unhealthy reputation
- Updated instant noodles and pot snacks give consumers more healthful convenience
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- A focus on fresh will take instant noodles to the next level

Rice and grains greet new occasions

- "Brekky rice" is a thing
- Rice and grain products attempt to span more dayparts
- Rice and grains offer all-day appeal as a bowl base

IN THE NEXT TWO YEARS

- Mintel's perspective

Expand convenience through frozen

- Innovation in frozen meals will inspire new uses for frozen pasta and grains
- Single-serve frozen pasta and grains offer a new level of convenience
- Single households will become the norm, not the exception
 - Graph 2: projected % increase in numbers of one-person households, early-mid-2000s to 2025-30
- Bulk packaging gives consumers control

Discover the next quinoa

- Quinoa is still trending, but what will come next?

The Future of Pasta, Rice and Noodles: 2019

- Western consumers show interest in trying African foods
- Ancient grains and new additions to watch
- Rice and grain dishes will expand at foodservice and then into retail
- Sharing usage instructions will make consumers more receptive to grain experimentation
 - Graph 3: agreement with "more information on how to use them would make you try different kinds of rice and grains," 2018

Instant noodles explore the world

- In Asia, travel and e-commerce will spread 'local' flavors across the region
- Regional Asian flavors will be the next hot trend in instant noodles
- In the West, instant noodles will move beyond ramen
- Noodle dishes from across Asia will tempt Western consumers
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IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Farming methods will evolve to improve yields and promote sustainability
- Genetics will create more tolerant and sustainable crops
- Companies will collaborate for the greater good

KEY MARKET DATA

- Russia edges ahead of Italy among the top pasta markets
- Most of the top rice markets see volume growth
- China leads top noodle markets by a wide margin
- Brazil falls off the top 5 list for pasta NPD in 2018
- Chicken is a top flavor across regions in instant noodles

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