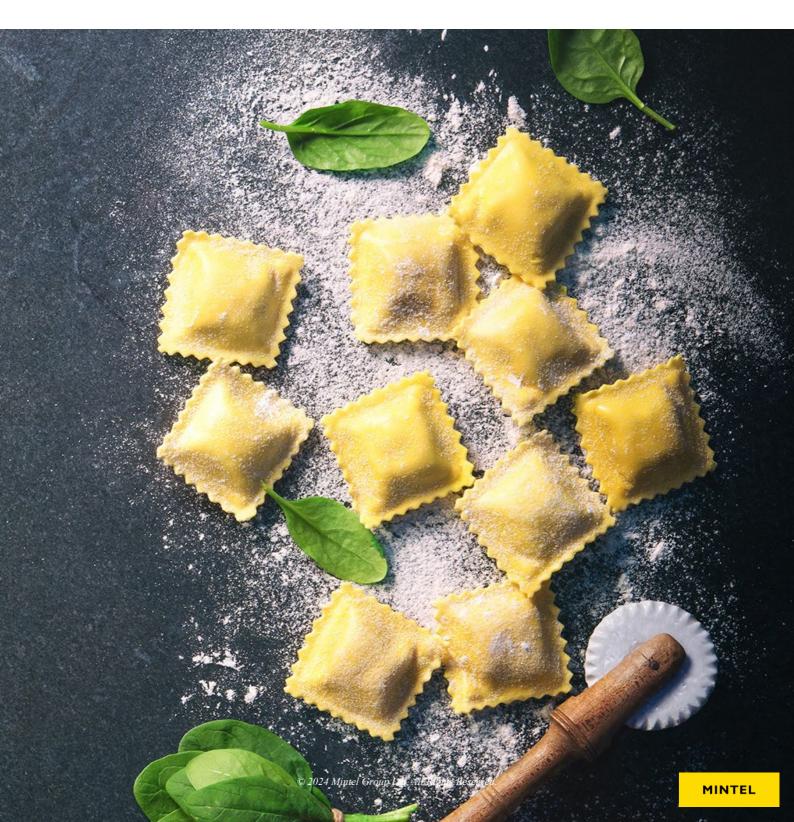
THE FUTURE OF PASTA, RICE AND NOODLES: 2019

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



Melanie Zanoza Bartelme, Associate Director, Mintel Food & Drink



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
- Updated instant noodles and pot snacks give consumers more healthful convenience
- · 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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UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
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