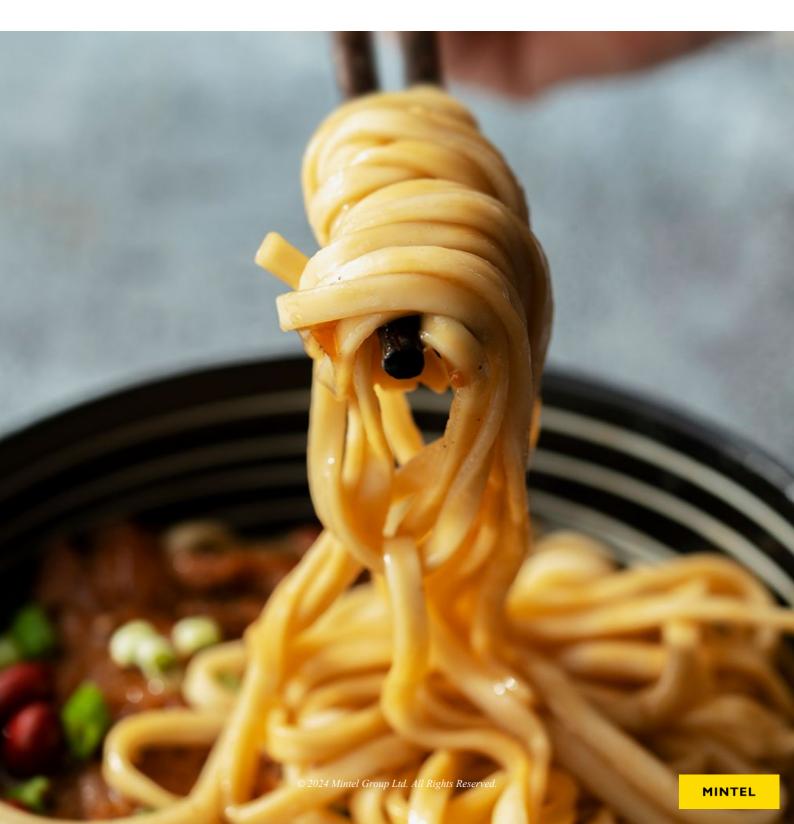
THE FUTURE OF PASTA, RICE AND NOODLES: 2020

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 replacements keep evolving

- · From riced cauliflower to cauliflower "rice"
- · Rice alternatives answer consumers' health demands
- · Matching the rice to the cuisine puts rice back in the spotlight

Pasta faces challenges with younger consumers

- · Pasta risks losing out on the next generation of consumers
- · Younger consumers don't see the positives in pasta
- · Use videos to engage tech-savvy Gen Z
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Instant noodles undergo flavor upgrade

- Instant noodle makers dial up the heat factor
- Local specialties become convenient
- · Uniqueness will be key

IN THE NEXT TWO YEARS

· Mintel's perspective

Fonio finally becomes mainstream

- Everything falls into place for fonio
- · Fonio finds favor in foodservice
- · Fonio will open doors for biodiversity

Pasta packaging will think outside the box

- · Pasta packaging hasn't moved with the times
- · Pasta packaging will get creative to meet consumers' needs
- Reusable tins could be the pasta packaging of tomorrow

Noodles will focus on human and planetary health

· Nutritionally complete noodles will become more widespread

The Future of Pasta, Rice and Noodles: 2020

- · Focus on nutrition, but don't forget about sustainability
- · Consumers prioritize sustainable packaging

FIVE YEARS AND BEYOND

- Mintel's perspective
- · Sustainable agriculture will come in many forms
- · Sustainability will extend to ingredient choice
- · Vertical farming expands... vertically

KEY MARKET DATA

- US and Russia lead global pasta sales
- Europeans are eating the most pasta
- · China dominates global rice sales
- Convenience, natural and vegetarian claims appear in rice
- China leads top noodle markets by a wide margin
- · Chicken flavor is tops in instant noodles

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