

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.



Melanie Zanoza
Bartelme, Associate
Director, Mintel Food &
Drink



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Intel'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
- Use videos to engage tech-savvy Gen Z

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

- Intel'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

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([see Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com
email: store@mintel.com

Help desk

| | |
|-----------|---------------------|
| UK | +44 (0)20 7778 7155 |
| US | +1 (312) 932 0600 |
| Australia | +61 (0)2 8284 8100 |
| China | +86 (21) 6386 6609 |
| India | +91 22 4090 7217 |
| Japan | +81 (3) 6228 6595 |
| Singapore | +65 (0)6 818 9850 |