

# THE FUTURE OF PASTA, RICE AND NOODLES: 2022

Manufacturers face challenges, but consumers are ready to experiment with healthy, sustainable and flavorful varieties.



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# Report Content

- Meet Mintel's global pasta, rice and noodles expert
- The now, the next and beyond

## WHERE WE ARE NOW

- Brands focus on sustainable shifts in pasta and rice packaging
- Branded launches tick up, but consumers aren't brand-loyal
- Wholegrain and high-fiber claims are not keeping pace with demand
- What we are seeing

## IN THE NEXT TWO YEARS

- Mintel's perspective

### **Consumers will seek healthfulness in pasta, rice and noodles**

- Pasta, rice and noodle brands will show consumers how carbohydrate foods can be part of a healthy diet
- Brands will connect carbs with satiety and energy
- Case study: Goodles promotes energy and fiber content alongside taste
- Satiety messaging will make low-glycemic pasta, rice and noodles mainstream
- Nutritionally boosted pasta and noodles will offer consumers a shortcut to health

### **Branded pasta, rice and noodles will be challenged to stay relevant amid inflation**

- Branded pasta, rice and noodles will have to fight for share of consumers' baskets
- With private label sales on the rise, brands should be worried
- Consumers don't see a difference in quality between branded and private label pasta, rice and noodles
- Be specific about the unique attributes that individual pasta, rice and noodle products offer
- Pasta, rice and noodles differentiate themselves through the details

### **Flavor innovation will fuel continued engagement with pasta, rice and noodles**

- New varieties will keep consumers engaged with pasta, rice and noodles
- Flavor drives consumers' engagement with pasta, rice and noodles
- Help consumers create the flavor experiences they are seeking
- Flavor innovation will keep Millennials coming back to pasta, rice and noodles
- Provide Gen Zs with convenient ways to experience new flavors

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Agricultural innovation will transform consumers' experiences with pasta, rice and noodles
- Consumers are open to new bases for pasta and noodles
- Manufacturers are already taking advantage of "new" ingredients
- New supply chains will only be possible if they provide value across the manufacturing process
- Look to past partnerships to make new supply chains valuable for all involved

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