THE FUTURE OF PASTA, RICE AND NOODLES: 2023

Health, quality and sustainability will be key themes to watch in pasta, rice and noodles.

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Report Content

- Meet Mintel’s global pasta, rice and noodles expert

WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel’s perspective

Healthfulness in pasta, rice and noodles will mainstream
- Health concerns will continue to challenge pasta, rice and noodles
- Consumers are drawn to health-boosted pasta, rice and noodles
- Pasta, rice and noodles take healthy options in new directions
- Case study: Banza draws on premium shapes to mainstream its healthy pasta
- Wholegrain represents the best of both worlds

Price hikes will continue to challenge branded pasta, rice and noodles
- Branded pasta, rice and noodles face an uphill battle
- Private label continues to make inroads
- Consumers fail to see a compelling reason to prioritize brand-name products
- Case study: Barilla’s Al Bronzo goes all in on differentiation
- Red boxes differentiate Al Bronzo from Barilla’s classic and Collezione lines

Sustainability concerns will drive innovation in pasta, rice and noodles
- A host of factors will converge to make sustainability critical in pasta, rice and noodles
- Consumers understand that climate change will impact their relationship with food and drink
- Pasta, rice and noodle products begin to add details to their sustainability claims
- Water usage will become a critical concern in pasta, rice and noodle products
- Case study: Lundberg draws on sustainability for its newest rice

IN FIVE YEARS AND BEYOND

- Mintel’s perspective
- Changing weather conditions will shift where pasta, rice and noodles come from
The Future of Pasta, Rice and Noodles: 2023

• Food production is shifting to new locations
• Pasta and noodles made from alternative ingredients will become commonplace
• Everyday pasta and noodles will come from nontraditional sources
• Traditional pasta and noodles may become a nostalgic or luxury good

KEY TAKEAWAYS

• Key takeaways