

## **Rice, Pasta and Noodles in France**

Market Direction | 2023-11-20 | 27 pages | Euromonitor

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### **Report description:**

Rice and pasta have both been impacted by price rises, but unlike most other areas of staple foods volume sales in these categories have continued to rise. This is largely due to the fact that these types of products can still offer value for money, with consumers able to prepare a wide range of quick and convenient dishes using rice and pasta. Furthermore, these products also offer the flexibility of preparing simple and affordable dishes with a basic range of ingredients or adding more expensi...

Euromonitor International's Rice, Pasta and Noodles in France report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Noodles, Pasta, Rice.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Rice, Pasta and Noodles market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Rice and pasta continue to benefit from convenience and value

Noodles attracting a growing audience despite price rises

Chilled pasta thriving thanks to offering a more affordable alternative to eating out

#### PROSPECTS AND OPPORTUNITIES

Pasta likely to remain an important staple of the French diet, while producers of noodles are set to focus on presenting a healthier image

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