

**Rice, Pasta and Noodles in Italy**

Market Direction | 2024-10-31 | 30 pages | Euromonitor

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**Report description:**

Rice, pasta, and noodles is seeing mixed results in Italy in 2024, depending on the individual dynamics of the subcategories. Chilled pasta continues to show a positive performance and remains one of the favourite foods of Italian consumers, due to the wide range of products to choose from and, due to their versatility, being able to be seasoned in different ways. Product innovation plays a key role here, while value for money is also important. In fact, by buying a packet of fresh pasta and a s...

Euromonitor International's Rice, Pasta and Noodles in Italy 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 2019-2023, 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 2028, 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.

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Chilled pasta remains popular, with new flavour innovations launched

Noodles benefit from convenience and trends for Oriental cuisine

Barilla retains its lead in dried pasta and repays its loyal customers with price cuts in 2024

##### PROSPECTS AND OPPORTUNITIES

Noodles will maintain a positive performance, however, challenges come from the ultra-processed nature of instant options

Pasta set to see rather flat ongoing baseline demand, with more healthier variants expected

Rice set to maintain small positive gains, thanks to international cuisine trends and product versatility

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