

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

Market Direction | 2024-11-07 | 28 pages | Euromonitor

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### **Report description:**

Despite the maturity of the largest categories - rice and dry pasta - rice, pasta, and noodles has seen steady growth in retail volume terms in 2024 as well as healthy growth in current value terms. This demand has been supported by a strong consumption tradition and dynamic growth in categories like chilled pasta, cooked rice, and instant noodles, all of which respond to the trend for easy-to-make solutions.

Euromonitor International's Rice, Pasta and Noodles in Spain 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Sales of chilled pasta on the rise as retailers expand their private label offerings and consumers go in search of quick and tasty meal solutions

Rice on the path to recovery as India lifts its export ban and prices stabilise

Noodles continues to gain momentum thanks to the strong demand for Asian cuisine and quick and simple meals

#### PROSPECTS AND OPPORTUNITIES

Brand manufacturers expected to focus on premiumisation to fend off competition from private label

Gluten free pasta expected to become more widely available over the forecast period

Rice producers expected to focus on sustainability while sales could suffer from the maturity of demand

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