

## **Rice, Pasta and Noodles in the US**

Market Direction | 2024-11-15 | 32 pages | Euromonitor

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### **Report description:**

Despite the expectation of little movement for noodles in the US in retail volume terms in 2023 and 2024, this is still a resilient performance. Noodles saw only a marginal decline in retail volume terms in 2023, even as unit price growth remained in the high double digits in this year. The category is even set to return to low retail volume growth in 2024, despite continued (although slightly slowing) double-digit price growth. Leading noodles in terms of retail current value growth in 2024, an...

Euromonitor International's Rice, Pasta and Noodles in USA 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.

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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Euromonitor International  
November 2024

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Instant noodles sees growth despite strong price rises

Rice reeled from the impact of strong price growth, but a rebound is seen in 2024

Growth in pasta cooled by chilled products

#### PROSPECTS AND OPPORTUNITIES

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Novelty to make way for "normal", as brands customise flavours for broader appeal

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