

Rice, Pasta and Noodles in Switzerland

Market Direction | 2024-12-13 | 26 pages | Euromonitor

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Report description:

Rice, pasta, and noodles posted a positive retail value growth performance of 4% in 2024. However, this was lower than the previous years, with retail value growth reaching 6% in 2022 and 5% in 2023. Despite this, the category remained a staple in Swiss households, offering convenience, ease of preparation, and versatility. These products continue to be valued for being affordable, boasting good nutritional quality and long shelf life, which further strengthens the category's position.

Euromonitor International's Rice, Pasta and Noodles in Switzerland 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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RICE, PASTA AND NOODLES IN SWITZERLAND

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Versatility, nutritional benefits and an alignment with global cuisine boost sales of rice

Healthier eating and the demand for convenience drives sales of instant noodle cups

Swiss regulations in the organic sector create challenges for organic rice manufacturers

PROSPECTS AND OPPORTUNITIES

Positive retail value and volume growth predicted, despite ongoing price concerns

Convenience, versatility and innovation will be drivers of growth for rice and pasta

Health, wellness and sustainability will remain key attributes consumers consider in rice, pasta and noodles

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