



Rice, Pasta and Noodles in Switzerland

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth is driven by convenience, health and sustainability trends in Switzerland

INDUSTRY PERFORMANCE

Rice, pasta and noodles maintains a strong performance amid busy lifestyles and health trends
Noodles drive value growth within rice, pasta and noodles, led by convenience and bold flavours

WHATS NEXT?

Rice, pasta and noodles is expected to benefit from convenience-driven demand and product innovation
Health and wellness is set to remain central to innovation in rice, pasta and noodles
Rice, pasta and noodles producers prioritise sustainability and responsible sourcing

COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG maintains its leadership in rice, pasta and noodles in Switzerland
Pastificio Rana SpA records an uplift in growth, improving its share in chilled pasta

CHANNELS

Supermarkets remain the dominant channel as consumers appreciate a wide product assortment
Retail e-commerce emerges as the fastest-growing channel, meeting consumers' demand for effortless shopping

CATEGORY DATA

- Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025
- Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025
- Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025
- Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025
- Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025
- Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025
- Table 8 - NBO Company Shares of Rice: % Value 2021-2025
- Table 9 - LBN Brand Shares of Rice: % Value 2022-2025
- Table 10 - NBO Company Shares of Pasta: % Value 2021-2025
- Table 11 - LBN Brand Shares of Pasta: % Value 2022-2025
- Table 12 - NBO Company Shares of Noodles: % Value 2021-2025
- Table 13 - LBN Brand Shares of Noodles: % Value 2022-2025
- Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025
- Table 15 - Distribution of Rice by Format: % Value 2020-2025
- Table 16 - Distribution of Pasta by Format: % Value 2020-2025
- Table 17 - Distribution of Noodles by Format: % Value 2020-2025
- Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030
- Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030
- Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030
- Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Staple Foods in Switzerland - Industry Overview](#)

EXECUTIVE SUMMARY

Value growth is driven by convenience, health and sustainability in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key growth driver for staple foods in Switzerland
Health and wellness trends shape demand for staple foods in 2025
Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends
Innovation in staple foods is likely to focus on health, clean labels and sustainability
Rising costs and external risks may put upward pressure on staple food prices in Switzerland

COMPETITIVE LANDSCAPE

Migros consolidates its leadership through private label, local sourcing and strategic investments
Kraft Heinz Co. and Beyond Meat Inc. drive value growth through shelf-stable and plant-based innovation

CHANNELS

Supermarkets maintains its leadership in the distribution of staple foods
Convenience drives rapid growth for retail e-commerce in staple foods

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2020-2025
Table 23 - Sales of Staple Foods by Category: Value 2020-2025
Table 24 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 25 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 26 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 27 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 28 - Penetration of Private Label by Category: % Value 2020-2025
Table 29 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 30 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 31 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rice-pasta-and-noodles-in-switzerland/report.