



# Rice, Pasta and Noodles in Belgium

November 2025

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### 2025 DEVELOPMENTS

Pasta leads growth amid falling prices and strong innovation

### INDUSTRY PERFORMANCE

Market shaped by affordability, variety, and lifestyle

Noodles benefit from the rise of Asian gastronomy

### WHAT'S NEXT?

Steady growth supported by premiumisation and global tastes

Health and wellness claims evolve toward functionality and tolerance

Sustainability and local sourcing gain importance

### COMPETITIVE LANDSCAPE

Leading retailers maintain dominance despite share erosion

GranFood drives growth through Asian-inspired innovation

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Economic stability and evolving eating habits support steady growth

## KEY DATA FINDINGS

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Indulgence, local sourcing, and naturalness define consumer choices

Consumers balance wellness, value, and sustainability

Plant-based innovation and clean labels drive category evolution

## WHAT'S NEXT?

Naturalness and premium simplicity to guide future growth

Shifts in consumption patterns and retail dynamics

## COMPETITIVE LANDSCAPE

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