



Euromonitor  
International

# Rice, Pasta and Noodles in Italy

October 2024

Table of Contents

## Rice, Pasta and Noodles in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Chilled pasta remains popular, with new flavour innovations launched

Noodles benefit from convenience and trends for Oriental cuisine

Barilla retains its lead in dried pasta and repays its loyal customers with price cuts in 2024

#### PROSPECTS AND OPPORTUNITIES

Noodles will maintain a positive performance, however, challenges come from the ultra-processed nature of instant options

Pasta set to see rather flat ongoing baseline demand, with more healthier variants expected

Rice set to maintain small positive gains, thanks to international cuisine trends and product versatility

#### CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024

Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024

Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024

Table 8 - NBO Company Shares of Rice: % Value 2020-2024

Table 9 - LBN Brand Shares of Rice: % Value 2021-2024

Table 10 - NBO Company Shares of Pasta: % Value 2020-2024

Table 11 - LBN Brand Shares of Pasta: % Value 2021-2024

Table 12 - NBO Company Shares of Noodles: % Value 2020-2024

Table 13 - LBN Brand Shares of Noodles: % Value 2021-2024

Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024

Table 15 - Distribution of Rice by Format: % Value 2019-2024

Table 16 - Distribution of Pasta by Format: % Value 2019-2024

Table 17 - Distribution of Noodles by Format: % Value 2019-2024

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029

Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

## Staple Foods in Italy - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for staple foods?

### MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2019-2024

Table 23 - Sales of Staple Foods by Category: Value 2019-2024

Table 24 - Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 25 - Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 26 - NBO Company Shares of Staple Foods: % Value 2020-2024

Table 27 - LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 28 - Penetration of Private Label by Category: % Value 2019-2024

Table 29 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 31 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

## 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-italy/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-italy/report).