



# Rice, Pasta and Noodles in Sweden

November 2025

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

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#### 2025 DEVELOPMENTS

Swedes rely on rice, pasta and noodles for quick meal options

#### INDUSTRY PERFORMANCE

Relatively limited growth in this mature category

Instant noodles offer a quick meal that can be customised

#### WHAT'S NEXT?

Private label to champion the premiumisation trend

Health and sustainability will both factor in purchasing decisions

Emphasis on domestic products will remain strong

#### COMPETITIVE LANDSCAPE

ICA Sverige AB leads with private label range

Bergqvists Bryggeridepå AB sees an uptick in value share

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Locality and private label draws consumers to supermarket channel

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Modest growth over 2025

Health and convenience to spearhead product development

Local product origin tempts Swedes

## WHAT'S NEXT?

Premiumisation trend will support value growth

Health and wellness formulas to gain traction

Strategic efforts will step up a gear

## COMPETITIVE LANDSCAPE

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