



Euromonitor  
International

# Rice, Pasta and Noodles in India

January 2026

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rice, pasta and noodles continue to develop and grow fast in India

#### INDUSTRY PERFORMANCE

Rice benefits from established consumption habits and cultural preferences

Noodles and pasta benefit from convenient snacking needs

#### WHAT'S NEXT?

Evolving consumer lifestyles and competition to provide push-pull factors for pasta and noodles

Rice poised for robust demand, with health and wellness supporting premiumisation

Distribution and government regulation to help shape category development

#### COMPETITIVE LANDSCAPE

The highly fragmented rice landscape allows the noodles and pasta player Nestlé to lead overall

New-age brands add dynamism to the competitive landscape of instant noodles

#### CHANNELS

Small pack sizes add dynamism to the offer in small local grocers

Modern retailers increasingly influence the demand for premium variants

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## Staple Foods in India - Industry Overview

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Rice remains central to staple foods' performance

### KEY DATA FINDINGS

## INDUSTRY PERFORMANCE

Convenience is a consumption driver

Consumers look for nutritional value

Pursuit of wellness covers a myriad of aspects in staple foods

## WHAT'S NEXT?

Further fast retail value growth projected for staple foods

Modern channels to increase the pressure on small local grocers

Government regulations to improve transparency and affordability

## COMPETITIVE LANDSCAPE

The competitive landscape remains highly fragmented

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-india/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-india/report).