



Rice, Pasta and Noodles in Ireland

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth is driven by convenience, health trends, and premiumisation in Ireland

INDUSTRY PERFORMANCE

Value sales of rice, pasta and noodles rise in Ireland, driven by convenience, health trends and premium imports

Rice leads value growth in Ireland driven by premium, convenient, and health-focused offerings

WHAT'S NEXT?

Rice, pasta and noodles is expected to grow due to convenience, versatility, and lifestyle trends

Health focused innovations are set to drive value growth in rice, pasta and noodles

Rising interest in international cuisines will drive innovation in rice, pasta and noodles

COMPETITIVE LANDSCAPE

Established brands consolidate the leadership through strong heritage and broad coverage

Convenience-led innovation and strong online availability positions Veetee as the fastest-growing player in 2025

CHANNELS

Supermarkets retains its leadership through broad assortments and private label goods

Discounters and retail e-commerce drive growth as value-seeking behaviour and convenience influence purchasing

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 Ireland - Industry Overview

EXECUTIVE SUMMARY

Demand for value, health and sustainability drive growth in staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising demand for value, convenience and healthier options drive growth in 2025

Sustainability becomes an influential driver of consumer choice in staple foods

Rising costs influence purchasing behaviour as Irish consumers balance value with quality

WHAT'S NEXT?

Value sales are expected to rise as price inflation and shifting lifestyle priorities shape demand

Reformulation, value innovation and sustainability are set to define competitive strategies

Retail e-commerce and discounters are expected to gain momentum

COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through broad availability and diversified offerings

Tesco Ireland strengthens its position through private label expansion and a multi-tiered value strategy

CHANNELS

Supermarkets retains its lead through strong brand loyalty and a wide product assortments

Retail e-commerce accelerates as rapid delivery and improved fulfilment services reshape 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-ireland/report.