



Euromonitor  
International

# Rice, Pasta and Noodles in France

November 2025

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Convenience and growing interest in foreign cuisines boost sales

### INDUSTRY PERFORMANCE

French consumers continue to build meals around rice, pasta and noodles

Rising interest in Asian culinary traditions boosts demand for noodles

### WHAT'S NEXT?

Upmarket trends in demand

Development of health focused new products

Growing concern with sustainability

### COMPETITIVE LANDSCAPE

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## Staple Foods in France - Industry Overview

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Stabilising prices boost demand but soften current value growth

### KEY DATA FINDINGS

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Growing influence of health and wellness trend

Increasing emphasis on natural products and sustainability

## WHAT'S NEXT?

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Rise in environmental concerns

Growing interest in international culinary traditions amongst younger consumers

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