



Rice, Pasta and Noodles in Australia

November 2025

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2025 DEVELOPMENTS

Price-sensitive consumers seeking bulk value packs

INDUSTRY PERFORMANCE

Demand for staple carbohydrates strong amidst higher cost of living

Rice sees strongest growth, supported by interest in new cuisines

WHAT'S NEXT?

Steady growth forecast with consumer demand remaining consistent

Healthy options to keep category relevant to consumers in the long term

Demand for convenience to remain strong growth driver over forecast period

COMPETITIVE LANDSCAPE

Minimal changes in competitive landscape due to limited category innovation

Growing opportunities for private labels to retain new influx of customers

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Changing consumption habits

WHAT'S NEXT?

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Supermarkets is the dominant channel

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