



Rice, Pasta and Noodles in the Netherlands

November 2025

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Rice, Pasta and Noodles in the Netherlands - Category analysis

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2025 DEVELOPMENTS

Cultural diversity and culinary curiosity sustain strong growth across rice, pasta and noodles

INDUSTRY PERFORMANCE

Premiumisation and culinary sophistication drive growth despite cost pressures

Asian cuisine and youth culture boost rice and noodles consumption

WHAT'S NEXT?

Positive outlook sustained by cultural diversity and product innovation

Sustainability and ethical sourcing shape future purchasing decisions

Demographic change and convenience trends inspire new formats and portioning

COMPETITIVE LANDSCAPE

GranFood maintains leadership but faces pressure from premium and authentic brands

Authenticity drives competition across pasta and rice segments

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Shifting eating habits redefine everyday consumption

WHAT'S NEXT?

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