



**Euromonitor
International**

Rice, Pasta and Noodles in the Netherlands

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KEY DATA FINDINGS

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

CHANNELS

Supermarkets consolidate dominance through premium and authentic assortments
E-commerce expands niche availability and caters to specialist demand

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EXECUTIVE SUMMARY

Evolving consumer priorities reshape staple food consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability drives demand while health and authenticity gain prominence
Shifting eating habits redefine everyday consumption

WHAT'S NEXT?

Mature category poised for steady growth
Health and wellness trends reshape product development
Authenticity and private label to remain strong competitive forces

COMPETITIVE LANDSCAPE

Artisanal and private label products dominate the market landscape
Authenticity and cultural specialisation underpin brand success

CHANNELS

Supermarkets remain central to staple food retailing
Discounters gain further ground amid affordability concerns

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