



Rice, Pasta and Noodles in Italy

November 2025

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2025 DEVELOPMENTS

Healthy performance observed in rice, pasta and noodles category

INDUSTRY PERFORMANCE

Pasta is cornerstone of Italian cuisine, but rice is gaining appeal

Noodles is the most dynamic category

Retail e-commerce gives consumers access to long tail of niche brands

WHAT'S NEXT?

Vast popularity of pasta and growing interest in Asian cuisine to support category growth

Healthier lines will attract consumer demand

Chilled pasta reaps the benefits of innovation

COMPETITIVE LANDSCAPE

Barilla Alimentare SpA remains the leading player

Alimenta Srl is the most dynamic player

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Supermarkets provide the main gateway to sales

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Staple foods evolves to keep pace with consumer demands

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Staple foods enjoys steady growth as economic conditions stabilise

Consumers are combining sustainable choices with health and ethical motivations

WHAT'S NEXT?

Stable outlook for staple foods

Rising interest in Asian cuisine will underpin expansion of noodles

Growing demand for meat and seafood alternatives

COMPETITIVE LANDSCAPE

Artisanal has a significant share due to prominence of unpackaged leavened bread

Retailers have a solid presence in fragmented landscape

CHANNELS

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