



Euromonitor
International

Rice, Pasta and Noodles in France

November 2025

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2025 DEVELOPMENTS

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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KEY DATA FINDINGS

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Increasing emphasis on natural products and sustainability

WHAT'S NEXT?

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Growing interest in international culinary traditions amongst younger consumers

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