



# Rice, Pasta and Noodles in Switzerland

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Versatility, nutritional benefits and an alignment with global cuisine boost sales of rice  
Healthier eating and the demand for convenience drives sales of instant noodle cups  
Swiss regulations in the organic sector create challenges for organic rice manufacturers

PROSPECTS AND OPPORTUNITIES

Positive retail value and volume growth predicted, despite ongoing price concerns  
Convenience, versatility and innovation will be drivers of growth for rice and pasta  
Health, wellness and sustainability will remain key attributes consumers consider in rice, pasta and noodles

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Staple Foods in Switzerland - Industry Overview

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