

# Rice, Pasta and Noodles in Australia

October 2024

Table of Contents

#### Rice, Pasta and Noodles in Australia - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Home cooking drives strong retail volume growth for rice, pasta and noodles Convenience drives strong growth of instant noodles Health and wellness trend influences new launches

# PROSPECTS AND OPPORTUNITIES

Demand for convenience to remain strong growth driver over forecast period Players adapt to changing dietary requirements More sustainable packaging efforts likely to emerge

#### CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024 Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024 Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024 Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024 Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024 Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024 Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024 Table 8 - NBO Company Shares of Rice: % Value 2020-2024 Table 9 - LBN Brand Shares of Rice: % Value 2021-2024 Table 10 - NBO Company Shares of Pasta: % Value 2020-2024 Table 11 - LBN Brand Shares of Pasta: % Value 2021-2024 Table 12 - NBO Company Shares of Noodles: % Value 2020-2024 Table 13 - LBN Brand Shares of Noodles: % Value 2021-2024 Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024 Table 15 - Distribution of Rice by Format: % Value 2019-2024 Table 16 - Distribution of Pasta by Format: % Value 2019-2024 Table 17 - Distribution of Noodles by Format: % Value 2019-2024 Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029 Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029 Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029 Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

# Staple Foods in Australia - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2024: The big picture Key trends in 2024 Competitive Landscape Channel developments What next for staple foods?

# MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2019-2024Table 23 - Sales of Staple Foods by Category: Value 2019-2024Table 24 - Sales of Staple Foods by Category: % Volume Growth 2019-2024Table 25 - Sales of Staple Foods by Category: % Value Growth 2019-2024Table 26 - NBO Company Shares of Staple Foods: % Value 2020-2024Table 27 - LBN Brand Shares of Staple Foods: % Value 2021-2024Table 28 - Penetration of Private Label by Category: % Value 2019-2024

- Table 29 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 30 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 31 Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 32 Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 33 Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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# SOURCES

Summary 1 - Research Sources

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