

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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