

Rice, Pasta and Noodles in France

November 2023

Table of Contents

Rice, Pasta and Noodles in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rice and pasta continue to benefit from convenience and value

Noodles attracting a growing audience despite price rises

Chilled pasta thriving thanks to offering a more affordable alternative to eating out

PROSPECTS AND OPPORTUNITIES

Pasta likely to remain an important staple of the French diet, while producers of noodles are set to focus on presenting a healthier image

Climate change could impact the supply chain, but healthy eating trend could open up new opportunities

Bulk buy legislation likely to have a growing influence on company strategies

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 8 - NBO Company Shares of Rice: % Value 2019-2023

Table 9 - LBN Brand Shares of Rice: % Value 2020-2023

Table 10 - NBO Company Shares of Pasta: % Value 2019-2023

Table 11 - LBN Brand Shares of Pasta: % Value 2020-2023

Table 12 - NBO Company Shares of Noodles: % Value 2019-2023

Table 13 - LBN Brand Shares of Noodles: % Value 2020-2023

Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 15 - Distribution of Rice by Format: % Value 2018-2023

Table 16 - Distribution of Pasta by Format: % Value 2018-2023

Table 17 - Distribution of Noodles by Format: % Value 2018-2023

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Staple Foods in France - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2018-2023

Table 23 - Sales of Staple Foods by Category: Value 2018-2023

Table 24 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 25 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 27 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 28 - Penetration of Private Label by Category: % Value 2018-2023

Table 29 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 31 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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