



**Euromonitor
International**

Rice, Pasta and Noodles in the United Kingdom

December 2025

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2025 DEVELOPMENTS

Price stability boosts the demand for rice, pasta and noodles

INDUSTRY PERFORMANCE

Demand for cost-effective, filling food maintains rice's leadership

Chilled noodles enjoy rising popularity as quick restaurant-style meals

WHAT'S NEXT?

The demand for premium offerings is set to bolster retail value sales

Global flavours drive adventure and dynamism

Players to innovate healthier formulations to meet the demand for premium staple foods

COMPETITIVE LANDSCAPE

Unilever Foods expands its portfolio to offer bold, flavoursome instant noodles

Tat Hui Foods invests in products, marketing and distribution to drive fast growth

CHANNELS

Major grocery retailers develop and expand their portfolios to lure consumers

E-commerce gains by offering convenience and access to premium products

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Staple Foods in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Retail value over volume growth but there are bright spots in consumer demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability drives shoppers

Convenience continues to win over consumers

International flavours abound as consumers seek authenticity

WHAT'S NEXT?

Healthier food trend to drive significant change across categories

Players still need to convince consumers to choose ultra-processed foods

Sustainability as a growth driver and differentiator

COMPETITIVE LANDSCAPE

Tesco balances quality with affordability to lead the field

Private label and newer branded players continue to gain traction in staple foods

CHANNELS

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