



Euromonitor
International

Rice, Pasta and Noodles in India

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2025 DEVELOPMENTS

Rice, pasta and noodles continue to develop and grow fast in India

INDUSTRY PERFORMANCE

Rice benefits from established consumption habits and cultural preferences

Noodles and pasta benefit from convenient snacking needs

WHAT'S NEXT?

Evolving consumer lifestyles and competition to provide push-pull factors for pasta and noodles

Rice poised for robust demand, with health and wellness supporting premiumisation

Distribution and government regulation to help shape category development

COMPETITIVE LANDSCAPE

The highly fragmented rice landscape allows the noodles and pasta player Nestlé to lead overall

New-age brands add dynamism to the competitive landscape of instant noodles

CHANNELS

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Modern retailers increasingly influence the demand for premium variants

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EXECUTIVE SUMMARY

Rice remains central to staple foods' performance

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INDUSTRY PERFORMANCE

Convenience is a consumption driver

Consumers look for nutritional value

Pursuit of wellness covers a myriad of aspects in staple foods

WHAT'S NEXT?

Further fast retail value growth projected for staple foods

Modern channels to increase the pressure on small local grocers

Government regulations to improve transparency and affordability

COMPETITIVE LANDSCAPE

The competitive landscape remains highly fragmented

Health consciousness increases the focus on brands offering quality, transparency and minimal processing

CHANNELS

Small local grocers enjoy unmatched last-mile connectivity

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