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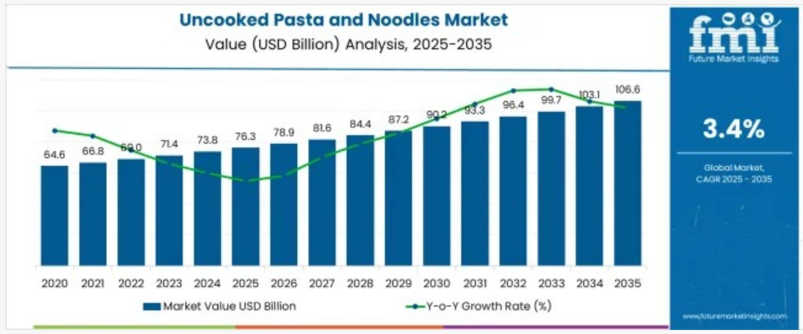
Uncooked Pasta and Noodles - Top Global Industry Trends in 2026

The uncooked pasta and noodles market is expanding globally, driven by convenience, health trends, and growing retail and foodservice adoption.



Uncooked Pasta and Noodles Market

NEWARK, DE, UNITED STATES, November 20, 2025 / EINPresswire.com/ -- The global uncooked pasta and noodles market is set for steady growth over the next decade, reflecting evolving consumer lifestyles, convenience-oriented eating habits, and rising retail and foodservice adoption. With expanding distribution networks and innovative product offerings, uncooked pasta and noodles are cementing their place as a staple in households and commercial kitchens worldwide.

The market is projected to grow from USD 76.3 billion in 2025 to USD 106.6 billion by 2035, registering a CAGR of 3.4%. Early adoption (2020–2024) saw gradual consumer preference for packaged pasta and noodles driven by convenience, longer shelf life, and consistent quality. By 2025, demand from both households and foodservice channels is expected to accelerate, marking the transition to broader market presence.

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Quick Stats for Uncooked Pasta and Noodles Market

- Market Value (2025): USD 76.3 billion
- Forecast Value (2035): USD 106.6 billion
- Forecast CAGR: 3.4%
- Leading Segment (2025): Dried pasta and noodles (46.7%)
- Key Growth Regions: North America, Asia-Pacific, Europe
- Top Players: Barilla Group, Nestlé, ITC, Kraft Heinz Company, Unilever, Toyo Suisan Kaisha, Nissin Foods Holdings, Campbell Soup Company, TreeHouse Foods, Ebro Foods, De Cecco, Jovial

Foods

The uncooked pasta and noodles segment accounted for approximately 12% of the global packaged foods market in 2025, with uncooked variants making up an estimated 65% of the total pasta and noodles segment. By 2035, uncooked pasta and noodles are projected to represent roughly 69–70% of the segment and around 13% of the packaged foods market, solidifying their role as a key revenue contributor.

Drivers of Market Growth

Several factors are fueling the market's expansion:

- Convenience and Ready-to-Cook Demand: Urban lifestyles and busy schedules are driving the adoption of packaged, long-shelf-life pasta and noodles. Western markets focus on premium meal kits, while Asia-Pacific consumers prioritize quick-cook noodles and pasta.

- Health and Nutrition Trends: Fortified, gluten-free, whole-grain, and protein-enriched variants are increasingly popular. North America and Europe emphasize wellness-oriented products, whereas Asia-Pacific markets focus on fortified options to address nutritional gaps.

- Regional Culinary Preferences: Italian-style pasta dominates in Europe and North America, while traditional noodles and rice-based pasta are preferred in Asia-Pacific, influencing raw material selection and product development.

- Distribution and Retail Expansion: Supermarkets, hypermarkets, convenience stores, and e-commerce platforms ensure wide availability, with modern retail expansion driving adoption in urban and semi-urban regions.

Segment Insights

- By Form: Dried pasta and noodles dominate at 46.7%, benefiting from long shelf life, easy storage, and adaptability to diverse cuisines. Industrial-scale production and packaging innovations reinforce its leadership.

- By Raw Material: Semolina leads at 38.9%, valued for high protein content, optimal gluten structure, and authentic taste. Advanced milling and stable supply chains support consistent quality.

- By Distribution Channel: Supermarkets and hypermarkets account for 54.2%, leveraging extensive product variety, competitive pricing, promotional strategies, and integrated online-offline retail channels.

Regional Highlights

• China (CAGR 4.6%): Rising urbanization, higher disposable income, and international cuisine adoption drive market growth. Retail and e-commerce channels expand access, while fortified and whole wheat options gain popularity.

• India (CAGR 4.3%): Urbanization and changing dietary patterns boost adoption. Multigrain, fortified, and flavored variants increase consumer appeal across modern trade and online platforms.

• Germany (CAGR 3.9%): Health-conscious consumers prefer whole grain and gluten-free products. Retail chains and online grocery platforms ensure accessibility, while foodservice outlets integrate pasta into menus.

• UK (CAGR 3.2%): Convenience-oriented consumption and international cuisine trends support moderate growth. Fortified and multigrain products are widely accessible through retail and foodservice channels.

• USA (CAGR 2.9%): Steady adoption of ready-to-cook meals, fortified, whole grain, and gluten-free variants drive market demand, supported by retail and foodservice channels.

Competitive Landscape

Leading players, including Barilla Group, Nestlé, ITC, Kraft Heinz Company, Unilever, Toyo Suisan Kaisha, Nissin Foods Holdings, Campbell Soup Company, TreeHouse Foods, Ebro Foods, De Cecco, and Jovial Foods, dominate the global market. These companies focus on product innovation, fortified and specialty variants, sustainable sourcing, and supply chain optimization to address increasing consumer demand for convenience, health, and quality.

Key Players in the Uncooked Pasta and Noodles Market

• Barilla Group
• Nestlé
• ITC
• Kraft Heinz Company
• Unilever
• Toyo Suisan Kaisha
• Nissin Foods Holdings
• Campbell Soup Company
• TreeHouse Foods
• Ebro Foods

- De Cecco
- Jovial Foods

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