

Trenette Market By Product Type (Traditional Trenette, Whole Wheat Trenette, Gluten-Free Trenette, Flavored Trenette, Organic Trenette), By Distribution Channel (Retail Stores, Online Retail, Foodservice, Wholesale and B2B), By Application (Household Consumption, Commercial Food Preparation, Ready-to-Eat and Processed Foods): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The global trenette market was valued at \$118.2 million in 2023, and is projected to reach \$245.7 million by 2035, growing at a CAGR of 6.3% from 2024 to 2035.

Trenette is a type of flat, ribbon-like pasta that resembles fettuccine, though it is slightly thinner. Made from durum wheat, it has a firm texture that pairs well with a range of sauces, such as creamy, tomato-based, and pesto varieties. Common in Italian cuisine, trenette works well with seafood, vegetables, and meats. It offers a solid source of carbohydrates for energy, and when made from whole wheat, it provides extra fiber and nutrients. Its adaptability and ability to absorb flavors make it a popular choice for both gourmet and homemade dishes.

Rise in demand for healthier eating options is a key trend driving the growth of the market. More consumers are seeking alternatives like whole wheat, gluten-free, and low-calorie pasta varieties. This shift is fueled by increase in awareness of the importance of healthy eating habits, with many choosing whole wheat or gluten-free trenette to fit their dietary needs. For instance, brands like Barilla have capitalized on this trend by offering whole wheat and gluten-free versions of traditional pasta, helping to expand the trenette

market.

Another significant trend influencing the trenette pasta market is rise in demand for organic products. Consumers are becoming more eco-conscious and are opting for sustainable, organic pasta choices. As a result, organic trenette pasta made with natural, chemical-free ingredients is growing in popularity, especially in North America and Europe. Thus, brands like Rummo and De Cecco have introduced organic pasta lines, contributing to the growth of the trenette market.

Although Italian cuisine has gained global popularity, trenette pasta is still relatively unknown outside of Italy. In regions like South America and Asia-Pacific, more common pasta types such as spaghetti and macaroni dominate the market, making the trenette market more specialized and harder to access. This limited awareness is likely to hinder the market growth in these areas, as consumers tend to be hesitant to try unfamiliar pasta varieties, which could impact both the market share and demand for trenette.

Segment Review:

The trenette market is segmented on the basis of product type, distribution channel, application, and region. On the basis of product type, it is divided into traditional trenette, whole wheat trenette, gluten-free trenette, flavored trenette, and organic trenette. On the basis of distribution channel, it is categorized into retail stores, online retail, food service, and wholesale & B2B. On the basis of application, it is segregated into household consumption, commercial food preparation, and ready-to-eat & processed foods. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings:

By product type, the traditional trenette segment dominated the trenette market in 2023.

By distribution channel, the retail stores segment dominated the trenette market in 2023.

By application, the household consumption segment dominated the trenette market in 2023.

Region-wise, the Europe dominated the trenette market in 2023.

Region-wise, Asia-Pacific accounted for the highest revenue in the market in 2023.

Competition Analysis:

The key players profiled in the trenette market report include Lucchi e Guastalli srl, Made by Mama US, Gourmet & Lifestyle Brands, Pastificio Faella, Pastificio Artigianale, Barilla G. e R. Fratelli S.p.A, Pasta Berruto, Pesto Fiore, Pasta Bossolasco, and Pastificio Chelucci.

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Analysis of raw material in a product (by %)

Average Consumer Expenditure

Additional company profiles with specific to client's interest

Key Market Segments

By Product Type

Traditional Trenette

Whole Wheat Trenette

Gluten-Free Trenette

Flavored Trenette

Organic Trenette

By Distribution Channel

Retail Stores

Online Retail

Foodservice

Wholesale and B2B

By Application

Household Consumption

Commercial Food Preparation

Ready-to-Eat and Processed Foods

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

United Arab Emirates

South Africa

Argentina

Saudi Arabia

Rest of LAMEA

Key Market Players

Barilla G. e R. Fratelli S.p.A.

Lucchi e Guastalli srl

Pastificio Artigianale

Pastificio Chelucci

Pesto Fiore

Pastificio Faella

Gourmet & Lifestyle Brands

Made by Mama US

Pasta Berruto

Pasta Bossolasco

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