

Global Pasta and Couscous Market Size study, by Product Form (Dried, Fresh/Chilled, and Others), Product Type (Pasta and Couscous), Raw Material (100% Durum Wheat, 100% Wheat, and Mix), Barley, Rice, Maize, Multigrain, and Others), Distribution Channel (Supermarket/Hypermarket, Convenience Store, Unorganized Small Stores, Online Channels, and Others) and Regional Forecasts 2021-2027

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Abstracts

Global Pasta and Couscous Market is valued approximately USD 22.2 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 3.98 % over the forecast period 2021-2027. Pasta is a convenient and satisfying meal prepared from wheat and other grains, which are then shaped into various forms and boiled. It is linked with Italian cuisine and has a high concentration of gluten, a kind of elastic-plastic protein. Rising demand for healthy and multifunctional delicious food owing to health-conscious individuals. Pasta and couscous are two of the healthiest and most convenient foods, and they are gaining popularity across the world. Because of health-conscious consumers, there is a growing need for nutritious and multifunctional good food. Pasta and couscous are two of the healthiest and most convenient foods, and they are becoming increasingly popular throughout the world. Rising consumer demand for gluten-free pasta with high protein content is projected to boost pasta and couscous market growth. According to the International Pasta Organization (IPO), 2017, Asia (increasing 8.6 percent) and Africa (up 2.6 percent) are the most active growth areas, but pasta trends are also encouraging in Europe. Pasta consumption per capita in France is presently 8.1 kg, whereas it is 7.7 kg in Germany. While the British consume less pasta (3.5 kg per capita), the United States has the largest pasta market (2.7

million tonnes). However, private brands that are identical to staple and ready-to-cook food goods pose a significant threat. There is a lack of awareness about couscous as a nutritious staple which hinders the growth of the market over the forecast period of 2021-2027. Also, increasing availability of healthy and premium product offerings as a result of growing health consciousness and product innovations by key manufacturers, particularly in the kids' sector, in order to improve pasta sales by introducing creative packaging and product designs is likely to increase the market growth during the forecast period.

The global Pasta and Couscous market is segmented into main regions such as Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Europe is the leading region across the world in terms of market share owing to the growing demand for easy to make food products, changing lifestyle and increasing popularity healthy eating habits. Whereas, Asia-Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as rising disposable income, rapid urbanization and changing consumer preferences for convenient food would create lucrative growth prospects for the Pasta and Couscous market across Asia-Pacific region.

Major market player included in this report are:

The Hain Celestial Group, Inc.
Valeo Foods Group Limited
Pastificio Antonio Pallante S.R.L.
Pasta Foods Ltd.
US Durum Products Ltd.
Regina Pasta & Food Industries
Nestle S.A.
Ebro Foods S.A
Weikfield Foods Pvt. Ltd.
ITC Foods Limited

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key

players. The detailed segments and sub-segment of the market are explained below:

By Product Form:

Dried

Fresh/Chilled

Others

By Product Type:

Pasta

Couscous

By Raw Material:

100% Durum Wheat

100% Wheat

Mix (Durum and Wheat)

Barley

Rice

Maize

Multigrain

Others

By Distribution Channel:

Supermarket/Hypermarket

Convenience Store

Unorganized Small Stores

Online Channels

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Pasta and Couscous Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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