

U.S. Pasta And Noodles Market Size, Share & Trends Analysis Report By Product (Dried, Instant, Frozen/Canned), By Distribution Channel, And Segment Forecasts, 2025 - 2030

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Abstracts

The U.S. pasta and noodles market size was estimated at USD 5,749.3 million in 2024 and is expected projected to reach USD 7,171.8 million by 2030, growing at a CAGR of 3.9% from 2025 to 2030. The market is experiencing growth due to evolving consumer preferences for convenience, flavor diversity, and quicker meal solutions.

The demand for pasta and noodles in the U.S. is deeply embedded in everyday eating patterns and influenced by shifting lifestyles, evolving taste preferences, and increased focus on quick meal preparation. Americans consume an estimated 20 lbs. of pasta per person annually, ranking their per-capita intake among the top ten globally. The product's broad appeal is supported by high household penetration of pasta, with dry pasta favored by a majority of the country's population. There is a growing demand for noodles, particularly among younger, multicultural, and single-person households, who seek convenience and a diverse range of global flavors.

Major brands continue to innovate in value-added segments to maintain consumer engagement and loyalty. Manufacturers and retailers are responding with innovations in product formats (e.g., high-protein, gluten-free, whole-grain), ethnic flavors (e.g., Asian-style noodles), and ready-to-cook convenience packs. Consumers are increasingly seeking healthier formulations and bold flavor profiles inspired by global cuisines. Strong distribution through supermarkets, club stores, and rapidly expanding online grocery channels supports product reach. Product innovation and modern grocery distribution channels, including supermarkets, mass-merchandise clubs, and online delivery platforms, are shaping how pasta and noodles remain relevant and time-

efficient within U.S. diet culture.

U.S. Pasta And Noodles Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. pasta and noodles market report based on product and distribution channel:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Dried

Instant

Frozen/Canned

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Offline

Online

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