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U.S. Protein-fortified Noodles & Pasta Market Size, Share & Trends Analysis Report By Product (Pasta, Noodles), By Type (Dried, Instant, Frozen/ Canned), By Distribution Channel (Offline, Online), By Country, And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. protein-fortified noodles & pasta market size was valued at USD 339.5 million in 2025 and is projected to grow from USD 352.8 million in 2026 to USD 459.7 million by 2033, at a CAGR of 3.9% from 2026 to 2033. The market growth is supported by increasing consumer interest in protein-rich diets, convenient meal options, and functional nutrition.

Product innovation, expanding retail availability, and the introduction of high-protein formulations are further strengthening category adoption across the U.S. The market is gaining momentum as consumers increasingly prioritize protein in everyday meals. Circana identifies protein as the leading dietary attribute consumers want to increase, with 41% of U.S. adults actively seeking higher protein intake in 2025. This shift is encouraging manufacturers to incorporate protein into familiar staple foods, including noodles and pasta. Growing interest in balanced nutrition, convenient meal solutions, and functional benefits is further supporting demand, while retailers are expanding shelf space for protein-enhanced products to address evolving consumer preferences.

Product innovation is further accelerating demand across the U.S. food industry. Circana's 2025 report identified high-protein claims as the most sought-after attribute in new food and beverage launches, underscoring the growing influence of protein-focused innovation. In response, pasta and noodle manufacturers are introducing protein-enriched formulations that combine nutritional benefits with familiar taste, texture, and convenience. Wider availability across supermarkets, mass retailers,

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specialty stores, and e-commerce platforms is also improving product accessibility and supporting broader adoption of protein-fortified noodles and pasta.

U.S. Protein-fortified Noodles and Pasta 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 2021 to 2033. For this study, Grand View Research has segmented the U.S. protein-fortified noodles & pasta market report based on product, type, distribution channel and country:

Product Outlook (Revenue, USD Million, 2021 - 2033)

- Pasta
- Noodles

Type Outlook (Revenue, USD Million, 2021 - 2033)

- Dried
- Instant
- Frozen/ Canned

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

- Offline
  - Hypermarkets & Supermarkets
  - Convenience Stores
  - Others
- Online

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