

# North America Pasta Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The North America pasta market size reached US\$ 5.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.7 Billion by 2028, exhibiting a growth rate (CAGR) of 4.57% during 2023-2028.

Pasta is a staple food of the Italian cuisine, which is prepared using flour, water, eggs, vegetables, and oil. Different types of pasta is currently available in the market, which includes penne, Barbine, fettuccine, farfalle and spaghetti. In the traditional manner, it is prepared by boiling, mixing with sauces and adding different vegetables or meat. Furthermore, pasta can either be added to soups/ salads or stuffed with cheese, meat, vegetable, prior to boiling or baking.

The North America pasta market is currently being driven by several factors. The hectic schedules of the consumers have positively influenced the demand for easy-to-cook food items such as pasta. Moreover, various manufacturers across the region have introduced different variants of flavored pasta along with value-added products that offer more fiber, less carbohydrate, gluten-free, and fortified varieties. The high disposable incomes of the consumers, coupled with the easy availability of pasta in hypermarkets, supermarkets, and departmental stores, have further propelled the market growth in the region.

IMARC Group's latest report provides a deep insight into the North America pasta market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray

into the North America pasta market in any manner.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America pasta market report, along with forecasts at the regional and country level from 2023-2028. Our report has categorized the market based on type, raw material and distribution channel.

#### Key Regions Analysed

United States

Canada

#### Analysis for Each Country

#### Market by Type

Dried Pasta

Chilled/Fresh Pasta

Canned/Preserved Pasta

Others

#### Market by Raw Material

Durum Wheat Semolina

Wheat

Mix

Barley

Rice

Maize

Others

#### Market by Distribution Channel

Supermarkets

Hypermarkets

Discount Stores

Independent Small Grocers

Online Stores

Others

#### Value Chain Analysis

#### Key Drivers and Challenges

Porters Five Forces Analysis  
Competitive Landscape  
Competitive Structure  
Key Player Profiles

#### Key Questions Answered in This Report

1. What was the size of the North America pasta market in 2022?
2. What is the expected growth rate of the North America pasta market during 2023-2028?
3. What are the key factors driving the North America pasta market?
4. What has been the impact of COVID-19 on the North America pasta market?
5. What is the breakup of the North America pasta market based on the type?
6. What is the breakup of the North America pasta market based on the raw material?
7. What is the breakup of the North America pasta market based on the distribution channel?
8. What are the key regions in the North America pasta market?

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