

Pasta Market Report by Product Type (Dried Pasta, Chilled/Fresh Pasta, Canned/Preserved Pasta, and Others), Raw Material (Durum Wheat Semolina, Wheat, Mix, Barley, Rice, Maize, and Others), Distribution Channel (Supermarkets, Hypermarkets, Discounters, Independent Small Groceries, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global pasta market size reached US\$ 23.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 26.1 Billion by 2032, exhibiting a growth rate (CAGR) of 1.3% during 2024-2032. The shifting consumer preferences towards convenient and ready-to-cook foods, rapid urbanization, burgeoning population growth, surging health-consciousness, and expanding distribution networks are stimulating the market growth.

Pasta is a staple food made from durum wheat semolina or flour, mixed with water or eggs to form a dough that is then shaped into various forms. It is commonly kneaded and extruded through dies to create different pasta shapes like spaghetti, penne, and farfalle. The dough can also be rolled and cut into sheets for dishes like lasagna. Pasta's production involves drying to reduce moisture content, allowing for longer shelf life. It provides a source of complex carbohydrates, which are essential for energy. It also contains essential nutrients such as B vitamins, iron, and dietary fiber, aiding digestion and promoting gut health. Opting for whole wheat pasta increases fiber content and offers a slower release of energy. Pasta comes in a variety of types, each with its unique shape and purpose, which includes long strands, ribbons, and small shapes.

The global pasta market is influenced by the changing consumer preferences towards convenient and ready-to-cook food options. This is further bolstered by the growing global population and urbanization. Moreover, the rising trend of adopting diverse cuisines and flavors fuels and the escalating health-conscious consumer base are providing a considerable thrust to the market growth. Additionally, the expansion of distribution networks and e-commerce facilitates easier access to pasta products across the globe, which is augmenting market growth. Furthermore, pasta's long shelf life and cost-effectiveness make it an attractive option for both consumers and food service providers. In line with this, increasing disposable incomes and burgeoning demand for premium and specialty pasta offerings are propelling market growth.

Pasta Market Trends/Drivers:

Changing consumer preferences for convenience

One of the primary drivers shaping the global pasta market is the evolving consumer preference for convenience and easy-to-prepare food options. As busy lifestyles become the norm, consumers are seeking quick and hassle-free meal solutions. Pasta, with its short cooking time and versatile nature, aligns well with this trend. Individuals are increasingly drawn to pasta's simplicity and adaptability, allowing them to create satisfying meals with minimal effort. This shift in preference has led manufacturers to develop a wide range of ready-to-cook pasta products, such as pre-packaged pasta meals and microwavable options. By catering to the demand for convenient meal solutions, the pasta market capitalizes on the need for time-efficient yet wholesome food choices.

Impact of growing global population and urbanization

The expanding global population, coupled with rapid urbanization, significantly contributes to the demand for pasta products. As more people migrate to urban areas in search of economic opportunities, their dietary habits often shift towards easily accessible and affordable food options. Pasta, as a staple food, fits this criterion perfectly. Its long shelf life, coupled with its cost-effectiveness, makes it an attractive choice for individuals and families alike. Moreover, urban living often leads to busier schedules, prompting consumers to opt for meals that can be prepared quickly without compromising on nutrition. The pasta market benefits from this trend by providing a versatile and economical dietary staple that resonates with the urban lifestyle.

Rising trend of adopting diverse cuisines and flavors

The global pasta market experiences a boost from the increasing popularity of diverse cuisines and flavors. As globalization connects cultures and expands culinary horizons, consumers are more open to experimenting with different types of pasta dishes inspired by various traditions. This trend is driving demand for a wide variety of pasta shapes, sizes, and flavors that cater to different palates and preferences. Manufacturers are responding by introducing innovative pasta options infused with unique ingredients and seasonings, catering to both traditional and exotic tastes. This shift towards embracing global flavors not only sustains interest in pasta but also positions it as a canvas for culinary creativity, making it a dynamic and evolving market segment.

Pasta Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pasta market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type, raw material, and distribution channel.

Breakup by Product Type:

- Dried Pasta
- Chilled/Fresh Pasta
- Canned/Preserved Pasta
- Others

Dried pasta dominates the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes dried pasta, chilled/fresh pasta, canned/preserved pasta, and others. According to the report, dried pasta represented the largest segment.

The dried pasta segment is accelerated by several key factors, which includes its long shelf life and easy storage. Moreover, the affordability of dried pasta compared to its fresh counterparts appeals to a wide range of consumers, including budget-conscious households. Furthermore, the global trend of increasing urbanization and busy lifestyles has amplified the need for quick and convenient meal solutions. Dried pasta's minimal preparation time and versatility in pairing with various sauces and ingredients address this demand effectively. Additionally, its non-perishable nature makes it a reliable choice for emergency food supplies. In line with this, the expanding market for international cuisines has spurred interest in dried pasta as it serves as a base for a variety of dishes from around the world. Lastly, the extensive distribution networks and shelf space in

retail outlets contribute to the accessibility and visibility of dried pasta products, further propelling its market growth.

Breakup by Raw Material:

Durum Wheat Semolina

Wheat

Mix

Barley

Rice

Maize

Others

Durum wheat semolina dominates the market

The report has provided a detailed breakup and analysis of the market based on the raw material. This includes durum wheat semolina, wheat, mix, barley, rice, maize, and others. According to the report, durum wheat semolina represented the largest segment.

The durum wheat semolina segment is accelerated by the superior quality and unique characteristics it offers, making it a preferred choice for pasta production. Its high protein content and gluten strength contribute to the desirable texture and firmness of pasta, enhancing its overall quality. Furthermore, the increasing consumer awareness of the nutritional benefits of durum wheat semolina-based products is driving its demand. Durum wheat semolina pasta is often considered a healthier option due to its higher protein and nutrient content compared to regular wheat pasta. In line with this, the rising global consumption of pasta and pasta-related products fuels the demand for durum wheat semolina, as it remains a crucial ingredient in pasta manufacturing. Additionally, the versatility of durum wheat semolina extends its applications beyond pasta, including in the production of couscous and some baked goods, further contributing to its market growth.

Breakup by Distribution Channel:

Supermarkets

Hypermarkets

Discounters

Independent Small Groceries

Online Stores

Others

Supermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets, hypermarkets, discounters, independent small groceries, online stores, and others. According to the report, supermarkets represented the largest segment.

The supermarkets segment is driven by several key factors that shape its growth and prominence in the retail landscape. It offers a one-stop shopping experience, providing consumers with a diverse range of products, from groceries to household items, all under a single roof. This convenience appeals to busy consumers seeking efficiency in their shopping routines. Moreover, the emphasis on variety and choice contributes to the supermarkets segment's appeal. These stores stock a wide assortment of products, catering to different tastes, preferences, and dietary requirements. This diversity attracts a broad customer base and positions supermarkets as go-to destinations for comprehensive shopping needs. Furthermore, competitive pricing strategies are a driving force behind the segment's success. Supermarkets often leverage their purchasing power to negotiate favorable deals with suppliers, allowing them to offer competitive prices to consumers.

Breakup by Region:

Europe

North America

Asia Pacific

Latin America

Middle East and Africa

Europe exhibits a clear dominance, accounting for the largest pasta market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

Several key factors are driving the pasta market in Europe, which includes the rich

culinary heritage of the region plays a pivotal role. Pasta, deeply integrated into Mediterranean diets, holds a cultural significance that continues to shape consumption patterns. Apart from this, the convenience factor remains influential as busy European lifestyles drive the demand for quick and easy meal solutions. The versatility of pasta allows for diverse preparations, appealing to a wide range of tastes. In line with this, health consciousness is driving the popularity of whole wheat and gluten-free pasta options, as consumers seek healthier alternatives without compromising on taste. Additionally, the growing trend of plant-based diets has led to increased interest in pasta made from alternative flours, like chickpea or lentil pasta. Furthermore, effective marketing campaigns and product innovations by manufacturers have contributed to sustaining consumer engagement.

Competitive Landscape:

The competitive landscape of the global pasta market is characterized by dynamic factors that shape the industry's trajectory. Market players engage in continuous innovation, driven by consumer demands for convenience, health-conscious choices, and diverse flavors. Robust distribution networks and expanding e-commerce platforms enhance product accessibility. Additionally, strategic marketing campaigns and branding efforts by companies play a pivotal role in capturing consumer attention and loyalty. The competitive landscape is further influenced by factors like production efficiency, supply chain optimization, and sustainable practices. As consumer preferences continue to evolve, manufacturers strive to differentiate their offerings through unique product attributes, packaging, and pricing strategies. Collaborations with local suppliers and producers also contribute to regional market penetration. The competitive landscape, defined by these multifaceted dynamics, underscores the need for market players to remain agile, responsive, and attuned to shifting trends in order to establish a strong foothold and thrive in the global pasta market.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Barilla Holding
Grupo Ebro Puleva
Nestle
De Cecco
Makfa

Recent Developments:

In August 2020, De Cecco, the world's third-largest producer of pasta, became the latest firm to join the VeChain ecosystem by adopting the My Care methodology. It also became Italy's first major food manufacturer to integrate the solution.

In December 2022, Barilla Group acquired the Back to Nature line from B&G Foods to offer a new variety of plant-based, non-GMO snacks to U.S. retailers, including cookies, pasta, granola, nuts and trail mix products.

In 2023, Makfa launched a new premium pasta variant in both long and short formats using bronze die equipment. Premium pasta is rough and due to the structure of bronze die, the taste and color of the selected source will be absorbed during cooking.

Key Questions Answered in This Report

1. What was the size of the global pasta market in 2023?
2. What is the expected growth rate of the global pasta market during 2024-2032?
3. What are the key factors driving the global pasta market?
4. What has been the impact of COVID-19 on the global pasta market?
5. What is the breakup of the global pasta market based on the product type?
6. What is the breakup of the global pasta market based on the raw material?
7. What is the breakup of the global pasta market based on the distribution channel?
8. What are the key regions in the global pasta market?
9. Who are the key players/companies in the global pasta market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL PASTA MARKET

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
 - 5.4.1 Key Price Indicators
 - 5.4.2 Price Structure
 - 5.4.3 Price Trends
- 5.5 Market Breakup by Region
- 5.6 Market Breakup by Product Type
- 5.7 Market Breakup by Raw Material
- 5.8 Market Breakup by Distribution Channel
- 5.9 Market Forecast

- 5.10 Value Chain Analysis
 - 5.10.1 Raw Material Procurement
 - 5.10.2 Manufacturing
 - 5.10.3 Distribution
 - 5.10.4 Retail/Export
 - 5.10.5 End-Use
- 5.11 SWOT Analysis
 - 5.11.1 Overview
 - 5.11.2 Strengths
 - 5.11.3 Weaknesses
 - 5.11.4 Opportunities
 - 5.11.5 Threats
- 5.12 Porter's Five Forces Analysis
 - 5.12.1 Overview
 - 5.12.2 Bargaining Power of Buyers
 - 5.12.3 Bargaining Power of Suppliers
 - 5.12.4 Degree of Rivalry
 - 5.12.5 Threat of New Entrants
 - 5.12.6 Threat of Substitutes
- 5.13 Key Success and Risk Factors

6 PERFORMANCE OF KEY REGIONS

- 6.1 Europe
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 North America
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Asia Pacific
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Latin America
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Middle East and Africa
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 MARKET BY PRODUCT TYPE

7.1 Dried Pasta

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Chilled/Fresh Pasta

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Canned/Preserved Pasta

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Others

7.4.1 Market Trends

7.4.2 Market Forecast

8 MARKET BY RAW MATERIAL

8.1 Durum Wheat Semolina

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Wheat

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Mix

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Barley

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Rice

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Maize

8.6.1 Market Trends

8.6.2 Market Forecast

8.7 Others

8.7.1 Market Trends

8.7.2 Market Forecast

9 MARKET BY DISTRIBUTION CHANNEL

9.1 Supermarkets

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Hypermarkets

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Discounters

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Independent Small Groceries

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Online Stores

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Others

9.6.1 Market Trends

9.6.2 Market Forecast

10 COMPETITIVE LANDSCAPE

10.1 Market Structure

10.2 Market Breakup by Key Players

11 PASTA MANUFACTURING PROCESS

11.1 Product Overview

11.2 Detailed Process Flow

11.3 Various Unit Operations Involved

11.4 Mass Balance and Raw Material Requirements

12 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

12.1 Land Requirements and Expenditures

12.2 Construction Requirements and Expenditures

12.3 Plant Machinery

12.4 Machinery Pictures

- 12.5 Raw Material Requirements and Expenditures
- 12.6 Raw Material and Final Product Pictures
- 12.7 Packaging Requirements and Expenditures
- 12.8 Transportation Requirements and Expenditures
- 12.9 Utilities Requirements and Expenditures
- 12.10 Manpower Requirements and Expenditures
- 12.11 Other Capital Investments

13 PASTA MANUFACTURING PLANT: LOANS AND FINANCIAL ASSISTANCE

14 PROJECT ECONOMICS

- 14.1 Capital Cost of the Project
- 14.2 Techno-Economic Parameters
- 14.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 14.4 Income Projections
- 14.5 Expenditure Projections
- 14.6 Taxation and Depreciation
- 14.7 Financial Analysis
- 14.8 Profit Analysis

15 KEY PLAYER PROFILES

- 15.1 Barilla Holding
- 15.2 Grupo Ebro Puleva
- 15.3 Nestle
- 15.4 De Cecco
- 15.5 Makfa

List Of Tables

LIST OF TABLES

Table 1: Global: Pasta Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Pasta Market Forecast: Breakup by Region (in '000 Tons), 2024-2032

Table 3: Global: Pasta Market Forecast: Breakup by Product Type (in '000 Tons), 2024-2032

Table 4: Global: Pasta Market Forecast: Breakup by Raw Material (in '000 Tons), 2024-2032

Table 5: Global: Pasta Market Forecast: Breakup by Distribution Channel (in '000 Tons), 2024-2032

Table 6: Global: Pasta Market: Competitive Structure

Table 7: Global: Pasta Market: Key Players

Table 8: Pasta Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 9: Pasta Manufacturing Plant: Costs Related to Civil Works (in US\$)

Table 10: Pasta Manufacturing Plant: Machinery Costs (in US\$)

Table 11: Pasta Manufacturing Plant: Raw Material Requirements (in Tons/Day)

Table 12: Pasta Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 13: Pasta Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 14: Details of Financial Assistance Offered by Financial Institutions in India

Table 15: Pasta Manufacturing Plant: Capital Costs (in US\$)

Table 16: Pasta Manufacturing Plant: Techno-Economic Parameters

Table 17: Pasta Manufacturing Plant: Income Projections (in US\$)

Table 18: Pasta Manufacturing Plant: Expenditure Projections (in US\$)

Table 19: Pasta Manufacturing Plant: Taxation (in US\$)

Table 20: Pasta Manufacturing Plant: Depreciation (in US\$)

Table 21: Pasta Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in US\$)

Table 22: Pasta Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 23: Pasta Manufacturing Plant: Profit and Loss Account (in US\$)

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Pasta Market: Major Drivers and Challenges
- Figure 2: Global: Pasta Market: Sales Volume (in Million Tons), 2018-2023
- Figure 3: Global: Pasta Market: Sales Value (in Billion US\$), 2018-2023
- Figure 4: Pasta Market: Price Structure
- Figure 5: Global: Pasta Market: Average Prices (in US\$/Ton), 2018-2023
- Figure 6: Global: Pasta Market Forecast: Average Prices (in US\$/Ton), 2024-2032
- Figure 7: Global: Pasta Market: Breakup by Region (in %), 2023
- Figure 8: Global: Pasta Market: Breakup by Product Type (in %), 2023
- Figure 9: Global: Pasta Market: Breakup by Raw Material (in %), 2023
- Figure 10: Global: Pasta Market: Breakup by Distribution Channel (in %), 2023
- Figure 11: Global: Pasta Market Forecast: Sales Volume (in Million Tons), 2024-2032
- Figure 12: Global: Pasta Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 13: Global: Pasta Industry: Value Chain Analysis
- Figure 14: Global: Pasta Industry: SWOT Analysis
- Figure 15: Global: Pasta Industry: Porter's Five Forces Analysis
- Figure 16: Europe: Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023
- Figure 17: Europe: Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032
- Figure 18: North America: Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023
- Figure 19: North America: Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032
- Figure 20: Asia Pacific: Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023
- Figure 21: Asia Pacific: Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032
- Figure 22: Latin America: Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023
- Figure 23: Latin America: Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032
- Figure 24: Middle East and Africa: Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023
- Figure 25: Middle East and Africa: Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032
- Figure 26: Global: Dried Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023
- Figure 27: Global: Dried Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032
- Figure 28: Global: Chilled/Fresh Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023

Figure 29: Global: Chilled/Fresh Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032

Figure 30: Global: Canned/Preserved Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023

Figure 31: Global: Canned/Preserved Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032

Figure 32: Global: Other Pasta Market: Sales Volume (in '000 Tons), 2018 & 2023

Figure 33: Global: Other Pasta Market Forecast: Sales Volume (in '000 Tons), 2024-2032

Figure 34: Global: Pasta Market (Durum Wheat Semolina): Sales Volume (in '000 Tons), 2018 & 2023

Figure 35: Global: Pasta Market Forecast (Durum Wheat Semolina): Sales Volume (in '000 Tons), 2024-2032

Figure 36: Global: Pasta Market (Wheat): Sales Volume (in '000 Tons), 2018 & 2023

Figure 37: Global: Pasta Market Forecast (Wheat): Sales Volume (in '000 Tons), 2024-2032

Figure 38: Global: Pasta Market (Mix): Sales Volume (in '000 Tons), 2018 & 2023

Figure 39: Global: Pasta Market Forecast (Mix): Sales Volume (in '000 Tons), 2024-2032

Figure 40: Global: Pasta Market (Barley): Sales Volume (in '000 Tons), 2018 & 2023

Figure 41: Global: Pasta Market Forecast (Barley): Sales Volume (in '000 Tons), 2024-2032

Figure 42: Global: Pasta Market (Rice): Sales Volume (in '000 Tons), 2018 & 2023

Figure 43: Global: Pasta Market Forecast (Rice): Sales Volume (in '000 Tons), 2024-2032

Figure 44: Global: Pasta Market (Maize): Sales Volume (in '000 Tons), 2018 & 2023

Figure 45: Global: Pasta Market Forecast (Maize): Sales Volume (in '000 Tons), 2024-2032

Figure 46: Global: Pasta Market (Other Raw Materials): Sales Volume (in '000 Tons), 2018 & 2023

Figure 47: Global: Pasta Market Forecast (Other Raw Materials): Sales Volume (in '000 Tons), 2024-2032

Figure 48: Global: Pasta Market: Sales through Supermarkets (in '000 Tons), 2018 & 2023

Figure 49: Global: Pasta Market Forecast: Sales through Supermarkets (in '000 Tons), 2024-2032

Figure 50: Global: Pasta Market: Sales through Hypermarkets (in '000 Tons), 2018 & 2023

Figure 51: Global: Pasta Market Forecast: Sales through Hypermarkets (in '000 Tons),

2024-2032

Figure 52: Global: Pasta Market: Sales through Discounters (in '000 Tons), 2018 & 2023

Figure 53: Global: Pasta Market Forecast: Sales through Discounters (in '000 Tons), 2024-2032

Figure 54: Global: Pasta Market: Sales through Independent Small Groceries (in '000 Tons), 2018 & 2023

Figure 55: Global: Pasta Market Forecast: Sales through Independent Small Groceries (in '000 Tons), 2024-2032

Figure 56: Global: Pasta Market: Sales through Online Stores (in '000 Tons), 2018 & 2023

Figure 57: Global: Pasta Market Forecast: Sales through Online Stores (in '000 Tons), 2024-2032

Figure 58: Global: Pasta Market: Sales through Other Distribution Channels (in '000 Tons), 2018 & 2023

Figure 59: Global: Pasta Market Forecast: Sales through Other Distribution Channels (in '000 Tons), 2024-2032

Figure 60: Global: Pasta Market: Breakup by Key Players (in %)

Figure 61: Pasta Manufacturing: Detailed Process Flow

Figure 62: Pasta Industry: Margins Across Various Stages of the Supply Chain

Figure 63: Pasta Production: Manufacturing Cost Breakup (in %)

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