North America Pasta And Noodles - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The North America Pasta And Noodles Market size is estimated at USD 7.48 billion in 2024, and is expected to reach USD 8.92 billion by 2029, growing at a CAGR of 4.22% during the forecast period (2024-2029).

Globally, pasta and noodles are widely consumed due to their affordability and easy preparation. Manufacturers are constantly developing new products made from different raw materials to keep up with market demand. There is also an opportunity for the market to grow due to the continuous evolution of the products. In addition, health and wellness benefits associated with gluten- and fat-free pasta and noodles have gained popularity in recent years, with their high fiber and low carbohydrate content, thus driving the demand for the free-from products. Market players are also launching new products catering to growing demand. For instance, in February 2021, Tsutomu Foods Co. Ltd introduced one of its products, 'SoyNyackGluten-free Konjac Noodles,' in the United States. The product contains soybeans.

There are several factors contributing to the growth of the pasta and noodles market, including the demand for ready-to-cook food products. The busy lifestyles and the growing working culture among consumers have reduced the time they can take to prepare a meal. Instead, they are preferring foods that are more convenient to consume and take less time to prepare. As a result of this trend, the market for pasta and noodles is growing. Key players in the market are mainly focusing on innovative product launches to cater to the growing demand for different kinds of pasta and noodles.

North America Pasta And Noodles Market Trends

Rising Consumption of Convenience Food in the Region

Convenience foods are growing in popularity in North America due to social and economic changes, rising expenditures on food and beverages, increased awareness of healthy foods, changes in meal patterns and existing food habits, and the desire to try new products. Growth in the number of working women, usage of household technologies, and rising consumer income are boosting the convenience food retail market. For instance, as per the Bureau of Labor Statistics, in the United States, women's labor force participation in 2022 was 56.8% compared to 56.2% in 2021. As convenience foods are easy and quick to prepare, their demand is expected to grow significantly in the next few years, thus boosting the demand for noodles and pasta.

Players in the pasta industry are regularly introducing new products to meet the needs of consumers. For instance, in September 2021, Summer Fresh, Canada's leading manufacturer of prepared salads and dips, launched one of its ultra-healthy, ready-to-eat pasta and noodle bowls, called Sun Fresh Heat'N Eat Bowls, inspired by "Street Foods." According to the company's claim, these pasta and noodle bowls are made from simple, clean ingredients and can be ready in three minutes. The new product line also provides consumers with convenience and versatility without compromising on flavor or quality. Through such new launches, companies aim to attract new customers and retain existing ones. Such developments and trends are expected to boost the North American pasta and noodles market in the coming years.

The United States Held the Largest Market Share

The United States is the largest market in North America, and it is experiencing steady growth due to the increasing consumption of convenience and ready-to-eat foods. This trend results from the increasingly busy lifestyle and rising average annual household food expenditure in the country. In the late 19th and early 20th centuries, Italian and Asian cuisines were widely popularized by mass migrations to the United States. As of 2021, 13.6% of residents in the United States were foreign-born, according to the US Census Bureau. Asian immigrants introduced various types of noodles to the United States, making them popular in the country, along with Italian street food, such as pasta and pizza. Instant noodles are one of the most popular snacks that are gaining traction in the United States, and their market revenue is expected to increase during the forecast period.

There is significant demand for pasta and noodles as they are easy to prepare and take very little time to cook. The market is largely driven by several multi-cuisine restaurants and local restaurants in the country specializing in a wide range of cuisines. A further advantage of pasta and noodles is that they have a long shelf life, resulting in a surge in demand in the market. Health and wellness pasta has also gained popularity in recent years due to its high fiber and carbohydrate content and gluten-free properties. For instance, in July 2023, Pasta Rumo expanded its product portfolio by launching 11 classic and gluten-free pastas at the grocery chain, including its Shells and Mezzi Rigatoni, across the United States. All such factors are expected to drive the US pasta and noodles market in the coming years.

North America Pasta And Noodles Industry Overview

Many regional and international competitors operate in the North American pasta and noodles market, making it highly competitive. Several major players in the market include Nestle SA, Nissin Foods Holdings Co. Ltd, Unilever PLC, Toyo Suisan Kaisha Ltd, and Nongshim Holdings. Consumers are expected to be offered a variety of innovative and exotic flavors, along with attractive packaging, by major players. Innovation, mergers, and acquisitions are resulting in a sustainable competitive advantage for major players worldwide. As a result, the market share of these companies is growing at a rapid rate. Companies compete based on different factors, including product offerings, quality, taste, flavors, price, functionality, size, packaging, and marketing activities, to gain a competitive advantage in the market. Key players are focusing on social media platforms and online distribution channels to market and brand their products and attract more customers.

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