

Europe Rice Noodles Market, By Product Type (Vermicelli, Stick, Wide, Others), By Distribution Channel (Online, Offline), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The Europe Rice Noodles Market was valued at USD 2.18 billion in 2024 and is projected to reach USD 3.86 billion by 2030, growing at a CAGR of 9.99% during the forecast period. The market is witnessing sustained growth as European consumers increasingly turn to gluten-free and health-conscious dietary options. The popularity of Asian cuisine across urban centers has made rice noodles a sought-after alternative to traditional pasta, particularly among individuals seeking low-calorie and plant-based meals. Convenience-driven demand, fueled by busy lifestyles and a rising preference for ready-to-eat products, is further boosting the market. Leading companies are responding with innovative product offerings, including organic, non-GMO, and pre-cooked rice noodles, aimed at satisfying evolving consumer preferences and expanding their footprint across the continent.

Key Market Drivers

Rising Popularity of Asian Cuisine

The growing appeal of Asian cuisine is a key factor driving the expansion of the Europe rice noodles market. As European consumers explore more global flavors, dishes from Chinese, Thai, Vietnamese, and Japanese cuisines have gained mainstream traction. Rice noodles, which are integral to these culinary traditions, have seen increased demand both in foodservice establishments and at-home meal preparation. The proliferation of Asian restaurants, food delivery platforms, and specialty grocery outlets offering authentic ingredients has made rice noodles more accessible than ever. Social

media and digital food culture are further popularizing these dishes, with consumers experimenting with Asian recipes, thus embedding rice noodles more firmly into the European dietary landscape.

Key Market Challenges

Competition from Traditional Wheat-Based Noodles

Despite growing interest in rice noodles, the market faces strong competition from long-established wheat-based noodles and pasta products in Europe. Wheat-based noodles enjoy widespread familiarity, lower pricing, and a vast assortment of options in both shape and culinary application. These factors make it challenging for rice noodles to gain a comparable market share. Price sensitivity remains a concern, especially since rice noodles are often positioned as premium or specialty products. Additionally, cultural preferences and ingrained consumption habits surrounding wheat-based pasta can slow the adoption of rice noodles, particularly in regions where traditional cuisine dominates consumer choice.

Key Market Trends

Increasing Preference for Gluten-Free and Health-Conscious Foods

The rising demand for gluten-free products across Europe is a prominent trend benefiting the rice noodles market. With increasing awareness of celiac disease, gluten sensitivity, and the broader health movement toward clean eating, rice noodles are gaining favor as a naturally gluten-free, easy-to-digest alternative to wheat-based options. Consumers are also drawn to rice noodles due to their lighter calorie profile and suitability for low-fat or allergen-friendly diets. This shift in preference aligns with a broader wellness trend across Europe, encouraging brands to introduce organic, clean-label, and minimally processed rice noodle offerings to meet the needs of this growing health-conscious segment.

Key Market Players

Thai President Foods Public Company Limited

Nongshim Co., Ltd.

Toyoko Suisan Kaisha, Ltd.

Nasoya Foods USA, LLC

Nissin Foods Co., Ltd.

McCormick & Company, Inc.

Lotus Foods Inc.

Annie Chun's, Inc.

Embridge Foods, Inc.

Natural Earth Products Inc.

Report Scope:

In this report, the Europe Rice Noodles Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Europe Rice Noodles Market, By Product Type:

Vermicelli

Stick

Wide

Others

Europe Rice Noodles Market, By Distribution Channel:

Online

Offline

Europe Rice Noodles Market, By Country:

Germany

United Kingdom

France

Italy

Netherlands

Spain

Russia

Rest of Europe

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Europe Rice Noodles Market.

Available Customizations:

Europe Rice Noodles Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. EUROPE RICE NOODLES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Vermicelli, Stick, Wide, Others)

5.2.2. By Distribution Channel (Online, Offline)

5.2.3. By Country

5.2.4. By Company (2024)

5.3. Market Map

6. GERMANY RICE NOODLES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

7. UNITED KINGDOM RICE NOODLES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Distribution Channel

8. FRANCE RICE NOODLES MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Distribution Channel

9. ITALY RICE NOODLES MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Distribution Channel

10. NETHERLANDS RICE NOODLES MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

10.2.2. By Distribution Channel

11. SPAIN RICE NOODLES MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Product Type

11.2.2. By Distribution Channel

12. RUSSIA RICE NOODLES MARKET OUTLOOK

12.1. Market Size & Forecast

12.1.1. By Value

12.2. Market Share & Forecast

12.2.1. By Product Type

12.2.2. By Distribution Channel

13. MARKET DYNAMICS

13.1. Drivers

13.2. Challenges

14. MARKET TRENDS & DEVELOPMENTS

14.1. Merger & Acquisition (If Any)

14.2. Product Launches (If Any)

14.3. Recent Developments

15. PORTERS FIVE FORCES ANALYSIS

15.1. Competition in the Industry

15.2. Potential of New Entrants

- 15.3. Power of Suppliers
- 15.4. Power of Customers
- 15.5. Threat of Substitute Products

16. COMPETITIVE LANDSCAPE

- 16.1. Company Profiles
 - 16.1.1. Thai President Foods Public Company Limited
 - 16.1.1.1. Business Overview
 - 16.1.1.2. Company Snapshot
 - 16.1.1.3. Products & Services
 - 16.1.1.4. Financials (As Per Availability)
 - 16.1.1.5. Key Market Focus & Geographical Presence
 - 16.1.1.6. Recent Developments
 - 16.1.1.7. Key Management Personnel
 - 16.1.2. Nongshim Co., Ltd.
 - 16.1.3. Toyo Suisan Kaisha, Ltd.
 - 16.1.4. Nasoya Foods USA, LLC
 - 16.1.5. Nissin Foods Co., Ltd.
 - 16.1.6. McCormick & Company, Inc.
 - 16.1.7. Lotus Foods Inc.
 - 16.1.8. Annie Chun's, Inc.
 - 16.1.9. Embridge Foods, Inc.
 - 16.1.10. Natural Earth Products Inc.

17. STRATEGIC RECOMMENDATIONS

18. ABOUT US & DISCLAIMER

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