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Global Pasta Market (Dried, Chilled & Canned): Industry Analysis & Outlook (2018-2022)

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Abstracts

Originating in Italy, pasta, be it fresh or dried, represents a highly popular and most widely consumed food product across the world. Pasta is widely used as staple food in most of the countries owing to its nutritional benefits, convenience and longer stability. It is progressively treasured and valued around the world as the center of a delicious meal with good nutrition. Pasta is a foodstuff that has an important role in human nutrition because of its high content of complex carbohydrates. In addition, it is popular with consumers for its easy handling, storage, and preparation. In the last few years, the popularity of pasta has been increasing due to its healthy nutritional properties. Pasta is considered as a healthy food being relatively low in fat, high in carbohydrate, and having good protein content. The unique combination of properties of cheapness, ease of preparation, versatility, nutritive value, and long shelf life will make sure that pasta will continue to play a prominent role as world demand for cereals increases. Various strategies adopted by key market players such as international expansion and launch of new pasta products are being adopted to increase the outreach of their products and strengthening of their product portfolios.

As pasta is a staple ingredient in the US, the region emerges out as a major revenue contributor to the global pasta market. Since pasta is considered to be a convenient and healthy product for majority of the US populace, the demand for pasta would continue to accelerate in the US. The global pasta market is expected to grow with increasing disposable income, rapid urbanization, increasing number of working professionals and increasing demand for convenience food. Key trends of this market includes increasing preference of gluten free pasta, technological advancements, use of natural additives and launch of new pasta products. However, there are some factors which can hinder growth of the market including quality issues and stringent regulations.

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The report “Global Pasta Market: Industry Analysis & Outlook (2018-2022)” by Koncept Analytics provides an extensive research and detailed analysis of the present market along with future outlook. The report discusses the major growth drivers, key tends & developments and challenges of the market covering the Americas and Western Europe regions along with the global market. The report profiles the key players including Barilla S.p.A., Nissin Foods Holdings Co Ltd, Nestlé S.A., and Ebro Foods SA.

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