

# The Global Pasta Market – Market Analysis, Size, Segmentation, Trends, Consumption, Insights, Opportunities, Challenges and Forecast until 2024

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## Abstracts

### SHORT DESCRIPTION

This report presents a strategic analysis of the global pasta market and a forecast for its development in the medium term. It provides a comprehensive overview of the market volume and value, dynamics, segmentation, characteristics, main players, prices, international trade, trends and insights, growth and demand drivers, challenges, etc. This is the most detailed and comprehensive report about the global pasta market, covering all global regions and 151 single countries. The report presents information on each indicator for each of the 151 countries covered, offering unmatched value, accuracy and expert insights.

### REPORT PURPOSE

The purpose of the report is to describe the state of the global pasta market and to present real and expert-verified information about the volumes, values, dynamics, segmentation and characteristics of consumption, prices, imports, and exports. The report also presents a forecast for the market development in the medium term. In addition, the report presents an elaborate analysis of the main market participants, industry trends and insights, growth and demand drivers and challenges and all other factors, influencing the market development.

Questions This Report Answers

The report on the global pasta market covers:

Market volume, value and dynamics for the last five years;

Market segmentation (by region and each covered country; by product groups, etc.) for the last five years;

Analysis of the factors, influencing the market development (market trends and insights, drivers and challenges);

Value chain analysis and structure of price formation;

Analysis of retail price levels and their dynamics for the last five years (broken down by region and each covered country);

Analysis of the major international trade flows;

Volume, value, dynamics, segmentation (by region and each covered country) and analysis of imports for the last five years;

Volume, value, dynamics, segmentation (by region and each covered country) and analysis of exports for the last five years;

Volume and dynamics of the average import and export prices for the last five years (broken down by region and each covered country);

Volume, value, dynamics, segmentation and analysis of per capita consumption for the last five years (broken down by region and each covered country);

Forecast for market development in the medium term (volume, value and segmentation by region and each covered country);

Characteristics of the main players on the market;

Analysis of the competitive landscape;

Five Forces analysis;

Analysis and forecast for the global economy and demographics.

**How Can You Benefit from This Report?**

With the help of this report you can:

Discover reliable and expert-verified market data, with which you can confidently make smarter business decisions and drive your business forward;

Track market data, including volume, value, segmentation, forecasts, dynamics and structure – past, present and future;

Quickly and cost-effectively own a strategic analysis and gain competitive intelligence about the market;

Track and identify key market trends and insights and key drivers behind recent market changes;

Strategically assess growth potential, opportunities, demand drivers and challenges on the market;

Own and compare information at both aggregate level (globally and regionally) and for each individual country, covered in the report;

Discover the top-performing markets (strongest and weakest performers) as well as the markets, that are forecast to grow the most in the medium term (rising stars vs. yesterday's news) in each global region;

Build and execute upon a strong strategy based on verified market data and expert insights;

Explore and identify new market opportunities in the countries and regions within the market;

Discover how each of the markets performed in the past (in the last 5 years) and how it will perform in the future (in the next 6 years);

Strategically assess the competitive position of the main market players;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Make important strategic decisions safely and with confidence;

Discover data your competitors might already have and be acting upon;

Evaluate your position on the market, choose a new market to enter or get to know a completely new market;

Receive professional expertise on the market and everything important, connected with its development;

Save your time and resources by not having to compile the whole research by yourself;

Save money by not having to invest in 151 country reports separately;

Get all the data you need in one place and in less than 24 hours;

Empower your marketing, branding, strategy, product and business development, consumption and supply functions with valuable market insights;

Build your investment strategy by assessing market attractiveness, regional/country attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using verified market data and expert insights;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics.

### What Kind of Data Is Presented in This Report?

This report presents data, which is:

Reliable (the report is prepared using a proven methodology, including both primary and secondary research);

Expert-verified (the data is cross-checked and confirmed by more than 50 global and local experts, representatives of the main market players);

Real (allowing you to confidently make smarter business and strategic decisions);

Comprehensive (breaks down the overall global data into separate data for 151 countries);

Comparable (the report covers information, which has been calculated in the same units for each indicator, making it comparable among all global countries and regions but still taking into account the local differences of the markets);

Easy to read, perceive and understand (you do not have to be a market expert to understand what really is happening on the market and how it works);

Valuable (the value you get from this report is much higher than the investment you make for it);

Quick and hassle-free to get (you can be reading this report in less than 24 hours);

Commercially feasible - you do not have to invest in 151 country reports separately;

All in one place;

Easy to get - just a few clicks away!

### What Kind of Decisions You Can Make Based on the Data in This Report?

This report presents reliable and real market data, providing valuable support to make important strategic decisions regarding:

Strategic planning;

Marketing and sales;

Market and industry evaluation;

Evaluation of market opportunities, risks and challenges;

Regional and country evaluation and opportunity analysis;

Market entry;

Market growth;

Pricing and promotion;

New product development;

Distribution;

Sourcing and supply chain management;

Company evaluation;

Mergers and acquisitions.

#### Who Is This Report for?

This report is for people who already are actively working on this market, representatives of producers, distributors, importers, exporters, wholesalers, retailers, suppliers:

Industry C Level executives;

Directors;

Industry strategists;

Marketing professionals;

Business development professionals;

Product developers;

Product marketers and strategists;

Product managers;

Project managers;

Suppliers;

Traders;

This report is also for people, not directly and actively involved in the market, representatives of investors, consultants, advisors and financial institutions:

Management consultants;

Investment managers;

Financial professionals;

Bank managers;

M&A managers.

## **SHORT METHODOLOGY**

This research report has been prepared using the proven WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews. For this particular report, more than 50 market expert interviews have been conducted with experts from the leading market companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon request.

### **Regional Coverage**

The report on the global pasta market breaks down the world into the following regions and countries and covers every single one of them:

Africa (Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Republic of the Congo, Egypt, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Ivory Coast, Kenya, Lesotho, Madagascar, Malawi,

Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Seychelles, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe);

Asia and Pacific (Australia, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, Fiji, India, Indonesia, Laos, Malaysia, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Thailand, Timor-Leste, Vietnam)

The CIS countries (Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russian Federation, Tajikistan, Turkmenistan, Ukraine, Uzbekistan);

Europe (Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, The Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Montenegro, The Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, The United Kingdom);

The Middle East (Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, The United Arab Emirates);

North America (Canada, Mexico, The United States of America);

North East Asia (China, Hong Kong, Japan, South Korea);

South and Central America (Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Suriname, Uruguay).

Besides the fact that this report provides data on each indicator for each and every covered country, the report also breaks down the world into more regions than any other report. For example, North East Asia has been presented separately from Asia and Pacific due to the economic importance of China, Japan and South Korea and their cultural differences from the other countries in Asia and Pacific.



## PRODUCT COVERAGE

This report covers the following product groups:

Roast coffee (including coffee pads and pods (single-serve coffee), ground coffee beans and whole coffee beans; excluding instant coffee and ready-to-drink coffee (RTD coffee)).

## RECAP

This is the most valuable, detailed and comprehensive report about the global pasta market currently available, covering all global regions and 151 single countries! We also offer similar reports, covering every global country and region separately and offer special terms for bundle purchases. So, if you are interested in the global pasta market, this research report will provide you with reliable, expert-verified and real market data you can safely and confidently base your decisions on. In a quick and hassle-free way, it will provide you with a strategic analysis of the market, its recent and future development. In addition, this solution will save you time and money while presenting you all the necessary information, empowering you to make informed commercial decisions and move your business forward!

This report is the most in-depth publicly available business analysis that exists on this particular market. And it is all here in one place, just a few clicks away!

## REPORT CUSTOMIZATION

If the report as is does not work for you, you can get it customized, according to your own specific requirements and criteria. Feel free to contact us for more information!

## EXECUTIVE SUMMARY

The global pasta market was equal to 60.60 billion USD (calculated in retail prices) in 2014. Until 2024, the pasta market in the world is forecast to reach 100.37 billion USD (in retail prices), thus increasing at a CAGR of 4.44% per annum for the period 2019-2024. This is a decrease, compared to the growth of about 5.92% per year, registered in 2014-2018.

The average consumption per capita in value terms reached 12.27 USD per capita (in retail prices) in 2014. In the next five years, it grew at a CAGR of 2.50% per annum.

In the medium term (by 2024), the indicator is forecast to slow down its growth and increase at a CAGR of 2.20% per annum.

One of the main characteristics of the pasta and rice industry includes the dependence on the availability of wheat and rice crops, as well as on climate changes, yields, oil prices, international and lagging prices, and trade. As wheat and rice are exchange-traded commodities, their price level is closely linked to the dynamics of the international markets. Therefore, it is very difficult for the companies to forecast their revenues in short-to medium term. Furthermore, the prices of wheat on a global scale have dramatically increased, which also causes rise in flour prices. As a result, the companies' margins are threatened by both the higher wheat prices and the public pressure for lower bread prices. In addition to these specifics, the industry is also highly dependent on public policy developments regarding agricultural land, energy and resource efficiency, environment, land use and more. So, starting point for analyzing the leading trends in the pasta and rice industry is the current development of wheat and rice crops and their main uses.

Furthermore, consumers are increasingly looking towards healthier options for an improved lifestyle. Following this trend people are expected to want to cut back on gluten, which will increase demand for more protein enriched products in the next couple of years, including rice and gluten-free pasta. With the continuing shift from gluten heavy categories, companies are also expected to begin offering gluten-free and low-gluten pasta varieties such as buckwheat noodles, rice noodles, brown rice pasta and corn pasta, among others, to counteract concerns over gluten.

## Contents

### **1. INTRODUCTION**

### **2. RESEARCH METHODOLOGY**

### **3. EXECUTIVE SUMMARY**

### **4. PRODUCT DESCRIPTION**

### **5. STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY**

5.1. Characteristics of the Global Demographics in 2014-2018

5.2. Characteristics of the Global Economy in 2014-2018

5.3. Forecast for the Development of the Global Economy in the Short Term

### **6. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL PASTA MARKET**

6.1. Volume, Value and Dynamics of the Global pasta Market in 2014-2018

6.2. Segmentation of the Global pasta Market in 2014-2018 by Main Regions

6.3. Segmentation of the Global pasta Market in 2014-2018 by Countries

6.4. Trends and Insights of the Global pasta Market

6.5. Profiles of the Main Players on the Global pasta Market

6.6. Five Forces Analysis

6.7. Competitive Landscape on the Global pasta Market

6.8. Drivers and Challenges That Will Affect the Future Development of the Global pasta Market

### **7. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF PASTA IN 2014-2018**

#### **7.1. VALUE CHAIN ANALYSIS**

7.2. Structure of Price Formation

7.3. Segmentation of the Average Retail Prices of pasta Globally in 2014-2018 by Main Regions

7.4. Segmentation of the Average Retail Prices of pasta Globally in 2014-2018 by Countries

### **8. GLOBAL FOREIGN TRADE OPERATIONS OF PASTA**

8.1. Global Foreign Trade Operations of pasta in 2014-2018

## **9. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF PASTA**

9.1. Volume, Value and Dynamics of the Global Imports of pasta in 2014-2018

9.2. Segmentation of the Global Imports of pasta by Importing Regions in 2014-2018

9.3. Segmentation of the Global Imports of pasta by Importing Countries in 2014-2018

9.4. Segmentation of the Average Import Prices of pasta by Importing Countries in 2014-2018

## **10. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF PASTA**

10.1. Volume, Value and Dynamics of the Global Exports of pasta in 2014-2018

10.2. Segmentation of the Global Exports of pasta by Exporting Regions in 2014-2018

10.3. Segmentation of the Global Exports of pasta by Exporting Countries in 2014-2018

10.4. Segmentation of the Average Export Prices of pasta by Exporting Countries in 2014-2018

## **11. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF PASTA PER CAPITA**

11.1. Segmentation of the Global pasta Consumption per Capita by Main Regions in 2014-2018

11.2. Segmentation of the Global pasta Consumption per Capita by Countries in 2014-2018

## **12. FORECAST FOR DEVELOPMENT OF THE GLOBAL PASTA MARKET IN 2019-2024**

12.1. Forecast for Development of the Global pasta Market in 2019-2024 in Three Possible Scenarios

12.2. Forecast for Development of the Global pasta Market, Broken down by Main Regions in 2019-2024

12.3. Forecast for Development of the Global pasta Market, Broken down by Countries in 2019-2024

About us



## List Of Tables

### LIST OF TABLES

Global population, broken down by main regions in 2014-2018, in millions of people and in %

Global population growth rate, population density, urban population and life expectancy, broken down by regions in 2014-2018, in %, people per sq.km. and years

Age structure of the global population, broken down by main regions, in %

Sex structure of the global population, broken down by main regions, in %

Global GDP, broken down by main regions, in millions of USD

Global GNI per capita (Atlas method), broken down by main regions, in USD

Global GDP per capita and GDP annual growth, broken down by main regions, in USD per capita and in %

Global unemployment rate, labor force participation rate and GDP per person employed, broken down by regions in 2014-2018, in % and in constant 2011 PPP USD

Global school enrollment (tertiary education), broken down by main regions, in % of gross education

Global inflation rate – consumer prices, GDP deflator, bank capital to assets ratio, and bank nonperforming loans to total gross loans, broken down by main regions, in %

Global imports and exports of goods and services, BoP, broken down by main regions, in millions of USD and in %

Forecasted global GDP, broken down by main regions, in billions of USD

Forecasted global GDP growth, broken down by main regions, in %

Forecasted global GDP per capita, current prices, broken down by main regions, in %

Volume and dynamics of the global pasta market in 2014-2018, in thousands of tons and in %

Value (in RSP) and dynamics of the global pasta market in 2014-2018, in million USD and in %

Volume and dynamics of the global pasta market, broken down by main regions in 2014-2018, in thousands of tons and in %

Value (in RSP) and dynamics of the global pasta market, broken down by main regions in 2014-2018, in million USD and in %

Segmentation of the pasta market in Africa by countries in 2014-2018, in thousands of tons and in %

Segmentation of the pasta market in Africa by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the pasta market in Asia and Pacific by countries in 2014-2018, in thousands of tons and in %

Segmentation of the pasta market in Asia and Pacific by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the pasta market in the CIS countries by countries in 2014-2018, in thousands of tons and in %

Segmentation of the pasta market in the CIS countries by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the pasta market in Europe by countries in 2014-2018, in thousands of tons and in %

Segmentation of the pasta market in Europe by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the pasta market in the Middle East by countries in 2014-2018, in thousands of tons and in %

Segmentation of the pasta market in the Middle East by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the pasta market in North America by countries in 2014-2018, in thousands of tons and in %

Segmentation of the pasta market in North America by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the pasta market in North East Asia by countries in 2014-2018, in thousands of tons and in %

Segmentation of the pasta market in North East Asia by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the pasta market in South and Central America by countries in 2014-2018, in thousands of tons and in %

Segmentation of the pasta market in South and Central America by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Key financial indicators of Company A for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company B for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company C for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company D for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company E for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company F for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company G for the FY 2014 – FY 2018, in millions of USD

and in %

Key financial indicators of Company H for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company I for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company J for the FY 2014 – FY 2018, in millions of USD and in %

Average annual retail prices of pasta globally, broken down by main regions in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of pasta in Africa, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of pasta in Asia and Pacific, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of pasta in the CIS countries, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of pasta in Europe, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of pasta in the Middle East, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of pasta in North America, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of pasta in North East Asia, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of pasta in South and Central America, broken down by countries in 2014-2018, in USD per kilogram and in %

Trade balance of the pasta foreign trade by main regions in 2014-2018, in thousands of tons and in %

Trade balance of the pasta foreign trade by main regions in 2014-2018, in million USD and in %

Volume and dynamics of the global imports of pasta in 2014-2018, in thousands of tons and in %

Value and dynamics of the global imports of pasta in 2014-2018, in million USD and in %

Segmentation of the global imports of pasta by importing regions in 2014-2018, in thousands of tons and in %

Segmentation of the global imports of pasta by importing regions in 2014-2018, in million USD and in %

Segmentation of the African imports of pasta by importing countries in 2014-2018, in thousands of tons and in %



Segmentation of the African imports of pasta by importing countries in 2014-2018, in million USD and in %

Segmentation of the Asian and Pacific imports of pasta by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the Asian and Pacific imports of pasta by importing countries in 2014-2018, in million USD and in %

Segmentation of the CIS countries' imports of pasta by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the CIS countries' imports of pasta by importing countries in 2014-2018, in million USD and in %

Segmentation of the European imports of pasta by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the European imports of pasta by importing countries in 2014-2018, in million USD and in %

Segmentation of the Middle Eastern imports of pasta by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the Middle Eastern imports of pasta by importing countries in 2014-2018, in million USD and in %

Segmentation of the North American imports of pasta by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the North American imports of pasta by importing countries in 2014-2018, in million USD and in %

Segmentation of the North East Asian imports of pasta by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the North East Asian imports of pasta by importing countries in 2014-2018, in million USD and in %

Segmentation of the South and Central American imports of pasta by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the South and Central American imports of pasta by importing countries in 2014-2018, in million USD and in %

Value and dynamics of the average import prices of the pasta, imported to Africa by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the pasta, imported to Asia and Pacific by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the pasta, imported to the CIS countries by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the pasta, imported to Europe by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the pasta, imported to the Middle

East by importing countries in 2014-2018, in USD per kilogram and in %  
Value and dynamics of the average import prices of the pasta, imported to North America by importing countries in 2014-2018, in USD per kilogram and in %  
Value and dynamics of the average import prices of the pasta, imported to North East Asia by importing countries in 2014-2018, in USD per kilogram and in %  
Value and dynamics of the average import prices of the pasta, imported to South and Central America by importing countries in 2014-2018, in USD per kilogram and in %  
Volume and dynamics of the global exports of pasta in 2014-2018, in thousands of tons and in %  
Value and dynamics of the global exports of pasta in 2014-2018, in million USD and in %  
Segmentation of the global exports of pasta by exporting regions in 2014-2018, in thousands of tons and in %  
Segmentation of the global exports of pasta by exporting regions in 2014-2018, in million USD and in %  
Segmentation of the African exports of pasta by exporting countries in 2014-2018, in thousands of tons and in %  
Segmentation of the African exports of pasta by exporting countries in 2014-2018, in million USD and in %  
Segmentation of the Asian and Pacific exports of pasta by exporting countries in 2014-2018, in thousands of tons and in %  
Segmentation of the Asian and Pacific exports of pasta by exporting countries in 2014-2018, in million USD and in %  
Segmentation of the CIS countries' exports of pasta by exporting countries in 2014-2018, in thousands of tons and in %  
Segmentation of the CIS countries' exports of pasta by exporting countries in 2014-2018, in million USD and in %  
Segmentation of the European exports of pasta by exporting countries in 2014-2018, in thousands of tons and in %  
Segmentation of the European exports of pasta by exporting countries in 2014-2018, in million USD and in %  
Segmentation of the Middle Eastern exports of pasta by exporting countries in 2014-2018, in thousands of tons and in %  
Segmentation of the Middle Eastern exports of pasta by exporting countries in 2014-2018, in million USD and in %  
Segmentation of the North American exports of pasta by exporting countries in 2014-2018, in thousands of tons and in %  
Segmentation of the North American exports of pasta by exporting countries in 2014-2018, in million USD and in %

Segmentation of the North East Asian exports of pasta by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the North East Asian exports of pasta by exporting countries in 2014-2018, in million USD and in %

Segmentation of the South and Central American exports of pasta by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the South and Central American exports of pasta by exporting countries in 2014-2018, in million USD and in %

Value and dynamics of the average export prices of the pasta, exported from Africa by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the pasta, exported from Asia and Pacific by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the pasta, exported from the CIS countries by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the pasta, exported from Europe by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the pasta, exported from the Middle East by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the pasta, exported from North America by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the pasta, exported from North East Asia by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the pasta, exported from South and Central America by exporting countries in 2014-2018, in USD per kilogram and in %

Volume and dynamics of the global per capita consumption of pasta by consuming regions in 2014-2018, in liters per capita and in %

Value and dynamics of the per capita global consumption of pasta by consuming regions in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of pasta per capita in Africa by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of pasta per capita in Africa by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of pasta per capita in Asia and Pacific by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of pasta per capita in Asia and Pacific by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of pasta per capita in the CIS countries by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of pasta per capita in the CIS

countries by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of pasta per capita in Europe by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of pasta per capita in Europe by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of pasta per capita in the Middle East by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of pasta per capita in the Middle East by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of pasta per capita in North America by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of pasta per capita in North America by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of pasta per capita in North East Asia by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of pasta per capita in North East Asia by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of pasta per capita in South and Central America by consuming countries in 2014-2018, in liters per capita and in %

Value and dynamics of the average annual consumption of pasta per capita in South and Central America by consuming countries in 2014-2018, in USD per capita and in %

Volume, value (in RSP) and dynamics of the global pasta market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the base scenario), in thousands of tons, in million USD and in %

Volume, value (in RSP) and dynamics of the global pasta market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the pessimistic scenario), in thousands of tons, in million USD and in %

Volume, value (in RSP) and dynamics of the global pasta market in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the optimistic scenario), in thousands of tons, in million USD and in %

Forecast for development of the global pasta market in 2019-2024 (base scenario), broken down by main regions, in thousands of tons and in %

Forecast for development of the global pasta market in 2019-2024 (base scenario), broken down by main regions, in million USD and in %

Forecast for development of the pasta market in Africa in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the pasta market in Africa in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the pasta market in Asia and Pacific in 2019-2024, broken

down by countries, in thousands of tons and in %

Forecast for development of the pasta market in Asia and Pacific in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the pasta market in the CIS countries in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the pasta market in the CIS countries in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the pasta market in Europe in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the pasta market in Europe in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the pasta market in the Middle East in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the pasta market in the Middle East in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the pasta market in North America in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the pasta market in North America in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the pasta market in North East Asia in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the pasta market in North East Asia in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the pasta market in South and Central America in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the pasta market in South and Central America in 2019-2024, broken down by countries, in million USD and in %

## List Of Figures

### LIST OF FIGURES

Volume and dynamics of the global pasta market in 2014-2018, in thousands of tons and in %

Value (in RSP) and dynamics of the global pasta market in 2014-2018, in million USD and in %

Segmentation of the global pasta market by main regions in volume terms in 2018, in % to the total

Segmentation of the global pasta market by main regions in value terms in 2018, in % to the total

Segmentation of the pasta market in Africa in volume terms in 2018 by countries, in %

Segmentation of the pasta market in Africa in value terms (in RSP) in 2018 by countries, in %

Segmentation of the pasta market in Asia and Pacific in volume terms in 2018 by countries, in %

Segmentation of the pasta market in Asia and Pacific in value terms (in RSP) in 2018 by countries, in %

Segmentation of the pasta market in the CIS countries in volume terms in 2018 by countries, in %

Segmentation of the pasta market in the CIS countries in value terms (in RSP) in 2018 by countries, in %

Segmentation of the pasta market in Europe in volume terms in 2018 by countries, in %

Segmentation of the pasta market in Europe in value terms (in RSP) in 2018 by countries, in %

Segmentation of the pasta market in the Middle East in volume terms in 2018 by countries, in %

Segmentation of the pasta market in the Middle East in value terms (in RSP) in 2018 by countries, in %

Segmentation of the pasta market in North America in volume terms in 2018 by countries, in %

Segmentation of the pasta market in North America in value terms (in RSP) in 2018 by countries, in %

Segmentation of the pasta market in North East Asia in volume terms in 2018 by countries, in %

Segmentation of the pasta market in North East Asia in value terms (in RSP) in 2018 by countries, in %

Segmentation of the pasta market in South and Central America in volume terms in

2018 by countries, in %

Segmentation of the pasta market in South and Central America in value terms (in RSP) in 2018 by countries, in %

Value chain analysis, in %

Structure of price formation, in %

Deviation of the average retail prices of pasta globally, broken down by main regions in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of pasta in Africa, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of pasta in Asia and Pacific, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of pasta in the CIS countries, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of pasta in Europe, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of pasta in the Middle East, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of pasta in North America, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of pasta in North East Asia, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of pasta in South and Central America, broken down by countries in 2018, in USD per kilogram

Volume and dynamics of the global imports of pasta in 2014-2018, in thousands of tons and in %

Value and dynamics of the global imports of pasta in 2014-2018, in million USD and in %

Segmentation of the global imports of pasta by importing regions in volume terms in 2018, in % to the total global imports

Segmentation of the global imports of pasta by importing regions in value terms in 2018, in % to the total global imports

Segmentation of the imports of pasta to Africa by importing countries in volume terms in 2018, in % to the total African imports

Segmentation of the imports of pasta to Africa by importing countries in value terms in 2018, in % to the total African imports

Segmentation of the imports of pasta to Asia and Pacific by importing countries in volume terms in 2018, in % to the total Asian and Pacific imports

Segmentation of the imports of pasta to Asia and Pacific by importing countries in value terms in 2018, in % to the total Asian and Pacific imports

Segmentation of the imports of pasta to the CIS countries by importing countries in volume terms in 2018, in % to the total CIS countries' imports

Segmentation of the imports of pasta to the CIS countries by importing countries in value terms in 2018, in % to the total CIS countries' imports

Segmentation of the imports of pasta to Europe by importing countries in volume terms in 2018, in % to the total European imports

Segmentation of the imports of pasta to Europe by importing countries in value terms in 2018, in % to the total European imports

Segmentation of the imports of pasta to the Middle East by importing countries in volume terms in 2018, in % to the total Middle Eastern imports

Segmentation of the imports of pasta to the Middle East by importing countries in value terms in 2018, in % to the total Middle Eastern imports

Segmentation of the imports of pasta to North America by importing countries in volume terms in 2018, in % to the total North American imports

Segmentation of the imports of pasta to North America by importing countries in value terms in 2018, in % to the total North American imports

Segmentation of the imports of pasta to North East Asia by importing countries in volume terms in 2018, in % to the total North East Asian imports

Segmentation of the imports of pasta to North East Asia by importing countries in value terms in 2018, in % to the total North East Asian imports

Segmentation of the imports of pasta to South and Central America by importing countries in volume terms in 2018, in % to the total South and Central American imports

Segmentation of the imports of pasta to South and Central America by importing countries in value terms in 2018, in % to the total South and Central American imports

Deviation of the average import prices of the pasta, imported to Africa by importing countries in 2018, in USD per kilogram

Deviation of the average import prices of the pasta, imported to Asia and Pacific by importing countries in 2018, in USD per kilogram

Deviation of the average import prices of the pasta, imported to the CIS countries by importing countries in 2018, in USD per kilogram

Deviation of the average import prices of the pasta, imported to Europe by importing countries in 2018, in USD per kilogram

Deviation of the average import prices of the pasta, imported to the Middle East by importing countries in 2018, in USD per kilogram

Deviation of the average import prices of the pasta, imported to North America by importing countries in 2018, in USD per kilogram

Deviation of the average import prices of the pasta, imported to North East Asia by importing countries in 2018, in USD per kilogram

Deviation of the average import prices of the pasta, imported to South and Central



America by importing countries in 2018, in USD per kilogram

Volume and dynamics of the global exports of pasta in 2014-2018, in thousands of tons and in %

Value and dynamics of the global exports of pasta in 2014-2018, in million USD and in %

Segmentation of the global exports of pasta by exporting regions in volume terms in 2018, in % to the total exports

Segmentation of the global exports of pasta by exporting regions in value terms in 2018, in % to the total global exports

Segmentation of the African exports of pasta by exporting countries in volume terms in 2018, in % to the total African exports

Segmentation of the African exports of pasta by exporting countries in value terms in 2018, in % to the total African exports

Segmentation of the Asian and Pacific exports of pasta by exporting countries in volume terms in 2018, in % to the total Asian and Pacific exports

Segmentation of the Asian and Pacific exports of pasta by exporting countries in value terms in 2018, in % to the total Asian and Pacific exports

Segmentation of the CIS exports of pasta by exporting countries in volume terms in 2018, in % to the total CIS countries' exports

Segmentation of the CIS exports of pasta by exporting countries in value terms in 2018, in % to the total CIS countries' exports

Segmentation of the European exports of pasta by exporting countries in volume terms in 2018, in % to the total European exports

Segmentation of the European exports of pasta by exporting countries in value terms in 2018, in % to the total European exports

Segmentation of the Middle Eastern exports of pasta by exporting countries in volume terms in 2018, in % to the total Middle Eastern exports

Segmentation of the Middle Eastern exports of pasta by exporting countries in value terms in 2018, in % to the total Middle Eastern exports

Segmentation of the North American exports of pasta by exporting countries in volume terms in 2018, in % to the total North American exports

Segmentation of the North American exports of pasta by exporting countries in value terms in 2018, in % to the total North American exports

Segmentation of the North East Asian exports of pasta by exporting countries in volume terms in 2018, in % to the total North East Asian exports

Segmentation of the North East Asian exports of pasta by exporting countries in value terms in 2018, in % to the total North East Asian exports

Segmentation of the South and Central American exports of pasta by exporting countries in volume terms in 2018, in % to the total South and Central American exports

Segmentation of the South and Central American exports of pasta by exporting countries in value terms in 2018, in % to the total South and Central American exports

Deviation of the average export prices of the pasta, exported from Africa by exporting countries in 2018, in USD per kilogram

Deviation of the average export prices of the pasta, exported from Asia and Pacific by exporting countries in 2018, in USD per kilogram

Deviation of the average export prices of the pasta, exported from the CIS countries by exporting countries in 2018, in USD per kilogram

Deviation of the average export prices of the pasta, exported from Europe by exporting countries in 2018, in USD per kilogram

Deviation of the average export prices of the pasta, exported from the Middle East by exporting countries in 2018, in USD per kilogram

Deviation of the average export prices of the pasta, exported from North America by exporting countries in 2018, in USD per kilogram

Deviation of the average export prices of the pasta, exported from North East Asia by exporting countries in 2018, in USD per kilogram

Deviation of the average export prices of the pasta, exported from South and Central America by exporting countries in 2018, in USD per kilogram

Deviation of the annual average per capita consumption of pasta globally in 2018, broken down by consuming regions in volume terms, in liters per capita

Deviation of the annual average per capita consumption of pasta globally in 2018, broken down by consuming regions in value terms (in RSP), in USD per capita

Deviation of the average annual consumption of pasta per capita in Africa by consuming countries in 2018 in volume terms, in liters per capita

Deviation of the average annual consumption of pasta per capita in Africa by consuming countries in 2018 in value terms, in USD per capita

Deviation of the average annual consumption of pasta per capita in Asia and Pacific by consuming countries in 2018 in volume terms, in liters per capita

Deviation of the average annual consumption of pasta per capita in Asia and Pacific by consuming countries in 2018 in value terms, in USD per capita

Deviation of the average annual consumption of pasta per capita in the CIS countries by consuming countries in 2018 in volume terms, in liters per capita

Deviation of the average annual consumption of pasta per capita in the CIS countries by consuming countries in 2018 in value terms, in USD per capita

Deviation of the average annual consumption of pasta per capita in Europe by consuming countries in 2018 in volume terms, in liters per capita

Deviation of the average annual consumption of pasta per capita in Europe by consuming countries in 2018 in value terms, in USD per capita

Deviation of the average annual consumption of pasta per capita in the Middle East by

consuming countries in 2018 in volume terms, in liters per capita  
Deviation of the average annual consumption of pasta per capita in the Middle East by  
consuming countries in 2018 in value terms, in USD per capita  
Deviation of the average annual consumption of pasta per capita in North America by  
consuming countries in 2018 in volume terms, in liters per capita  
Deviation of the average annual consumption of pasta per capita in North America by  
consuming countries in 2018 in value terms, in USD per capita  
Deviation of the average annual consumption of pasta per capita in North East Asia by  
consuming countries in 2018 in volume terms, in liters per capita  
Deviation of the average annual consumption of pasta per capita in North East Asia by  
consuming countries in 2018 in value terms, in USD per capita  
Deviation of the average annual consumption of pasta per capita in South and Central  
America by consuming

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