



Rice, Pasta and Noodles in Belgium

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pasta leads growth amid falling prices and strong innovation

INDUSTRY PERFORMANCE

Market shaped by affordability, variety, and lifestyle

Noodles benefit from the rise of Asian gastronomy

WHAT'S NEXT?

Steady growth supported by premiumisation and global tastes

Health and wellness claims evolve toward functionality and tolerance

Sustainability and local sourcing gain importance

COMPETITIVE LANDSCAPE

Leading retailers maintain dominance despite share erosion

GranFood drives growth through Asian-inspired innovation

CHANNELS

Supermarkets dominate, supported by broader opening hours

E-commerce continues to expand from a small base

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 8 - NBO Company Shares of Rice: % Value 2021-2025

Table 9 - LBN Brand Shares of Rice: % Value 2022-2025

Table 10 - NBO Company Shares of Pasta: % Value 2021-2025

Table 11 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 12 - NBO Company Shares of Noodles: % Value 2021-2025

Table 13 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 15 - Distribution of Rice by Format: % Value 2020-2025

Table 16 - Distribution of Pasta by Format: % Value 2020-2025

Table 17 - Distribution of Noodles by Format: % Value 2020-2025

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Belgium - Industry Overview

EXECUTIVE SUMMARY

Economic stability and evolving eating habits support steady growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Indulgence, local sourcing, and naturalness define consumer choices

Consumers balance wellness, value, and sustainability

Plant-based innovation and clean labels drive category evolution

WHAT'S NEXT?

Naturalness and premium simplicity to guide future growth

Shifts in consumption patterns and retail dynamics

COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through quality and tradition

Innovation and sustainability drive growth in plant-based products

CHANNELS

Supermarkets consolidate their leading role through flexibility and accessibility

E-commerce expands through convenience and premium differentiation

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2020-2025

Table 23 - Sales of Staple Foods by Category: Value 2020-2025

Table 24 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 25 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 27 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 28 - Penetration of Private Label by Category: % Value 2020-2025

Table 29 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 31 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

