



Rice, Pasta and Noodles in Ireland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth is driven by convenience, health trends, and premiumisation in Ireland

INDUSTRY PERFORMANCE

Value sales of rice, pasta and noodles rise in Ireland, driven by convenience, health trends and premium imports
Rice leads value growth in Ireland driven by premium, convenient, and health-focused offerings

WHAT'S NEXT?

Rice, pasta and noodles is expected to grow due to convenience, versatility, and lifestyle trends
Health focused innovations are set to drive value growth in rice, pasta and noodles
Rising interest in international cuisines will drive innovation in rice, pasta and noodles

COMPETITIVE LANDSCAPE

Established brands consolidate the leadership through strong heritage and broad coverage
Convenience-led innovation and strong online availability positions Veetee as the fastest-growing player in 2025

CHANNELS

Supermarkets retains its leadership through broad assortments and private label goods
Discounters and retail e-commerce drive growth as value-seeking behaviour and convenience influence purchasing

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EXECUTIVE SUMMARY

Demand for value, health and sustainability drive growth in staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising demand for value, convenience and healthier options drive growth in 2025

Sustainability becomes an influential driver of consumer choice in staple foods

Rising costs influence purchasing behaviour as Irish consumers balance value with quality

WHAT'S NEXT?

Value sales are expected to rise as price inflation and shifting lifestyle priorities shape demand

Reformulation, value innovation and sustainability are set to define competitive strategies

Retail e-commerce and discounters are expected to gain momentum

COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through broad availability and diversified offerings

Tesco Ireland strengthens its position through private label expansion and a multi-tiered value strategy

CHANNELS

Supermarkets retains its lead through strong brand loyalty and a wide product assortments

Retail e-commerce accelerates as rapid delivery and improved fulfilment services reshape staple foods

MARKET DATA

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