



Rice, Pasta and Noodles in the Netherlands

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cultural diversity and culinary curiosity sustain strong growth across rice, pasta and noodles

INDUSTRY PERFORMANCE

Premiumisation and culinary sophistication drive growth despite cost pressures
Asian cuisine and youth culture boost rice and noodles consumption

WHAT'S NEXT?

Positive outlook sustained by cultural diversity and product innovation
Sustainability and ethical sourcing shape future purchasing decisions
Demographic change and convenience trends inspire new formats and portioning

COMPETITIVE LANDSCAPE

GranFood maintains leadership but faces pressure from premium and authentic brands
Authenticity drives competition across pasta and rice segments

CHANNELS

Supermarkets consolidate dominance through premium and authentic assortments
E-commerce expands niche availability and caters to specialist demand

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

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EXECUTIVE SUMMARY

Evolving consumer priorities reshape staple food consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability drives demand while health and authenticity gain prominence
Shifting eating habits redefine everyday consumption

WHAT'S NEXT?

Mature category poised for steady growth
Health and wellness trends reshape product development
Authenticity and private label to remain strong competitive forces

COMPETITIVE LANDSCAPE

Artisanal and private label products dominate the market landscape
Authenticity and cultural specialisation underpin brand success

CHANNELS

Supermarkets remain central to staple food retailing
Discounters gain further ground amid affordability concerns

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

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SOURCES

Summary 1 - Research Sources

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