



Market Overview on the Pasta Category in the U.S.

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Definition:

Pasta is made from a mixture of flour and water, crafted into various shapes and forms. This versatile dish includes popular variants such as dried pasta, fresh pasta, and noodles, which are widely consumed as part of main meals across the nation. It's worth noting that this segmentation is from a Euromonitor market overview and it can be different depending on the source. For the sake of this analysis we will be focused only on pasta, both dry and fresh.

- **Dried pasta** has a firm texture and has a long shelf life as it can be stored at room temperature for an extended period of time without spoiling. This type accounted for around 83.16% of the global pasta market in 2021 (Fortune Business Insights).




- **Fresh pasta** has a shorter shelf life compared to dry pasta and is often found in the refrigerated section of supermarkets, as it requires refrigeration to maintain its freshness. Fresh pasta boasts a more tender texture and cooks relatively quickly.



- **Instant noodles** are a convenient variety of noodles that come pre-cooked and are typically available in individual packets or containers. Each package consists of a block of dried noodles along with a separate packet containing flavoring and/or oil for seasoning.



The revenue in the Pasta market in the U.S. is projected to reach approximately \$8.86 billion in 2023, with an expected annual compounded growth rate of 6.53% from 2023 to



2027 ([Statista](#)). This growth reflects the enduring popularity of pasta as a staple food item among American consumers and signifies the market's potential for expansion and development.

Pasta is affordable, easy to cook and has a good taste, due to which they are familiar and widely consumed globally. The rising demand for ready-to-cook food products is another of the major factors contributing to the pasta market growth. ([Fortune Business Insights](#)). In summary, factors such as affordability, convenience, nutritional value, taste and environment impact influence consumer decisions when it comes to pasta purchases.

The specific consumer demand for healthier options has driven the emergence of whole grain, gluten-free, and vegetable-based pasta products. In recent years, special diets like keto have become popular, and many people want to eat less carbohydrates as a result. Also, more consumers are avoiding gluten because of allergies or intolerances. As traditional pasta is considered to be high in carbohydrates, lack concentration of protein and consumers are increasingly concerned about eating less carbs, more fiber and protein, there has been constant development of products with different raw materials. For example, there are innovations in pasta ingredients such as chickpea based, rice and quinoa and green banana pasta pasta.

Drivers:

- Consumers' desire for low prices, particularly after several years of heightened inflation (Euromonitor)
- Demand for convenient food products ([Fortune Business Insights](#))
- Renewed interest in cooking due to the pandemic (Euromonitor)
- Consumers' desire for health and wellness-focused products as it is being presented in the innovations of the pasta category (Euromonitor)
- Consumers seek for new foods and new flavors, particularly spicy options, as it is presented in the Noodles category. (Euromonitor)
- Growing adoption of vegan or vegetarian diet ([Fortune Business Insights](#))

Innovations in the pasta category:

The pasta market in the United States has witnessed several notable innovations due to the reshaped consumer preferences which has expanded the range of options available.

These innovations cater to changing dietary needs, health-conscious consumers, and those seeking alternative ingredients. Below are some innovative products examples:

1. Chickpea base pasta: the brand Banza has gained popularity for its pasta made from chickpeas. By replacing traditional wheat flour with chickpea flour, the company offers a gluten-free alternative with higher protein and fiber content. The brand has successfully positioned itself as a healthier pasta option, appealing to consumers looking for alternative grains and those following gluten-free or plant-based diets.



2. Combination of wheat and vegetables: the brand Goodles offers a unique twist on traditional pasta by creating healthier noodles, with more fiber and protein than traditional brands. Their products are made from a combination of vegetables and whole grains, incorporating ingredients like carrots, spinach, and quinoa. Goodles' innovative approach not only enhances the nutritional profile of the pasta but also



provides variety for health-conscious consumers.

3. Pasta Made of Green Banana: Another innovative product is pasta made from green bananas. This alternative pasta option offers a gluten-free and grain-free alternative, appealing to consumers with specific dietary restrictions or preferences. Green banana pasta provides a different texture and flavor profile, making it an interesting choice for those seeking variety in their pasta dishes.



4. Pasta Made of Lentils: Lentil-based pasta has gained popularity as a protein-rich and gluten-free alternative ([FoodBusinessNews](#)). These pasta products are typically made from lentil flour and offer a high protein content. Lentil pasta appeals to consumers seeking plant-based protein sources and those looking for a higher protein and less carbohydrate pasta option.



5. Gluten-Free Pasta Made of Rice and Quinoa Flour: Rice and quinoa flour-based pasta has become another choice for individuals with gluten sensitivities or those following a gluten-free diet. These pasta products provide a similar texture to traditional wheat-based pasta while catering to the needs of consumers looking for gluten-free alternatives.



6. Pasta Made of Black Beans: Black bean pasta is another innovation in the market, offering a unique twist to traditional pasta. Made from black bean flour, this pasta variety provides a higher protein content compared to traditional wheat-based pasta. It appeals to health-conscious consumers looking to incorporate plant-based protein sources into their diets while enjoying the familiar experience of pasta dishes.



7. Pasta Made of Konjac Flour: Konjac flour-based pasta is a low-calorie and low-carbohydrate alternative that has gained attention in recent years. Konjac flour is derived from the root of the China native konjac plant and is used to create a gelatinous texture. This innovative pasta option appeals to individuals seeking to manage their calorie or carbohydrate intake.



8. **New Pasta Shapes:** The introduction of new pasta shapes has also brought innovation to the market. Cascatelli, for example, is a unique pasta shape created by the brand Sfoglini. This new shape resembles a cascading waterfall and offers a distinct texture that enhances sauce adherence. The introduction of new shapes like Cascatelli adds novelty and excitement to the pasta market, appealing to pasta enthusiasts and those looking to experiment with different culinary experiences.



These examples represent some of the innovative pasta products available in the U.S. market. The diversity of ingredients, manufacturing techniques, and pasta shapes showcases the ongoing creativity and responsiveness of pasta manufacturers to cater to evolving consumer demands for low carb, high fiber and protein, gluten-free, and plant-based options. These innovations have contributed to expanding the range of choices for consumers and have introduced new options to the traditional pasta.

Opportunities and Challenges:

The pasta market in the U.S. presents opportunities for expansion and development due to its enduring popularity, convenience, and affordability. The growing focus on health and wellness creates an opportunity for specialty pasta products to thrive. Traditional pasta manufacturers on the other hand must innovate on new products that meet the needs of consumers who are increasingly health conscious and seek specialty diets such as keto and low carb diet, in order to maintain relevance in the industry. Moreover, the competitive market landscape with various brands and innovations adds to the challenges. Additionally, rising wheat costs, influenced by the war in Ukraine, one of the largest wheat producers, require attention. The availability of certain raw materials for innovative products may also pose supply chain limitations. Nevertheless, by addressing these challenges and capitalizing on the market's opportunities, pasta manufacturers can position themselves for success in the U.S. market.

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