

## **Pasta Market is estimated to be US\$ 83.65 billion by 2030 with a CAGR of 5.52% during the forecast period**

**Pasta** consumption has skyrocketed in recent years as a result of hectic lifestyles and shifting purchasing habits. Pasta originated in Italy, but due to its quick cooking quality, it quickly gained worldwide popularity. Pasta consumption is increasing in Asia Pacific developing economies due to urbanisation and Western influence. Pasta consumption is being pushed by a shift in the dietary preferences of the younger generation. Furthermore, rising demand for various pasta kinds such as fusilli, vermicelli, spaghetti, macaroni, and penne helps the pasta industry grow. New forms of pasta have emerged as a result of the growing trend of eating healthy, organic, and gluten-free cuisine.

### **Region Analysis:**

The pasta market can be divided into several regions, including North America, Europe, Asia Pacific, and the rest of the globe. A variety of factors may operate as market drivers, influencing the performance of regional market segments. During the anticipated period, the European market is expected to dominate and contribute to the enlarged pasta market size. Italy would serve as the region's primary supplier, accelerating the region's pasta industry's expansion. Other elements that are predicted to play a vital function and impact the segment's growth in the future include a rise in population members' per capita disposable income and rapid population development in the region.

### **Key Highlight:**

- Banza collaborated with Dan Pashman, the creator of the cascatelli pasta shape, in March 2022 to create a chickpea variant. This protein-rich, gluten-free variety will be available online and at Whole Foods stores beginning in March 2022. Banza uses chickpea flour instead of wheat flour to make healthier, gluten-free pasta, pizza, and mac and cheese. Banza's pasta has 50% more fibre, three times the protein, and 25% fewer net carbohydrates than regular pasta.

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### **Key Market Insights from the report:**

Global Pasta Market accounted for US\$ 47.63 billion in 2020 and is estimated to be US\$ 83.65 billion by 2030 and is anticipated to register a CAGR of 5.52%. The global pasta market report segments the market on the basis of type, distribution channel, and region.

- Based on Type, Global Pasta Market is segmented into Dried pasta, Chilled/fresh pasta, and Canned/preserved pasta.
- Based on Distribution Channel, Global Pasta Market is segmented into Supermarkets, Hypermarkets, Discounters, and Independent Small Grocers.
- By Region, the Global Pasta Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

**Competitive Landscape & their strategies of Global Pasta Market:**

Key players in the global pasta market includes, Barilla S.p.A., Nestlé S.A., ITC Limited, Conagra Brands, Inc., Kraft Heinz Company, Nissin Foods Company Limited, BRF S.A, Delverde Industrie Alimentari S.P.A., Ili De Cecco di Filippo S.p.A, and BRF S.A