

Pasta and Pasta-based Meals - US - June 2002 (\$2995.00)

This exclusive report covering the U.S. pasta marketplace will examine market size and segmentation, focusing on consumer attitudes and preferences within the industry. Pasta has become a nourishing alternative for many consumers, and has flourished in the vegetarian marketplace. A traditional staple of Italian-Americans, pasta provides enriching flavors, shapes and textures which appeal both to the eye and to the palate. Key players within the pasta marketplace, such as Borden, will be spotlighted. Borden is the number two pasta producer within the U.S., and its Classico Sauce line is third to both the Ragu and Prego sauce products.

Mintel's exclusive consumer research will explore current trends within the pasta and pasta-related meals marketplace, such as the latest developments within the industry. Microwaveable pasta meals have become more popular in the last five years with consumers, due to heightened awareness and concerns over health, nutrition and convenience in many fast-paced U.S. family lifestyles.

Mintel's focused consumer information on the pasta industry will profile the following issues:

- Consumer attitudes about the pasta and pasta-related meals marketplace.
- Consumer preferences in terms of purchasing pasta to eat at home versus dining out.
- Consumer preferences in regards to purchasing pasta (supermarket, club stores, gourmet shops, Italian grocery stores) and their attitudes about making their own pasta at home.
- Consumer attitudes about purchasing ready-to-eat pasta meals.
- The future of the American pasta marketplace.

As consumers continue to demand more in the way of convenience, pasta manufacturers are faced with the constant challenge of producing pastas and pasta-related meals that offer convenience, good taste and novel ingredients. This report will focus on such issues and trends within the pasta industry. This report contains US IRI InfoScan data.