



**Vitto.**

IN LOVE WITH FOOD

**UK PASTA  
MARKET 2025**

100%



# Vitto.

IN LOVE WITH FOOD

# SERVING UP THE UK PASTA MARKET TRENDS

## 2025

### INTRODUCTION

Pasta is more than just a meal in the UK – it's clear we as a nation have a serious carb crush! Over **199 million tonnes of dry pasta** were purchased in the UK in 2024, equating to £317 million of spend. Whether it's classic family favourites or new and exciting flavours and shapes, Brits can't seem to get enough. But what's behind this enduring carb craze? Let's dive into the key stats and uncover the consumer drivers fuelling this pasta passion.



Dry pasta is up 2.9% in volume sales, and fresh filled pasta is the fastest growing sector, up 6.9%



# PASTA PURCHASE FACTORS

## TOP PURCHASE DRIVERS:



- 1) IT'S CONVENIENT
- 2) IT'S TASTY
- 3) TO FILL ME UP

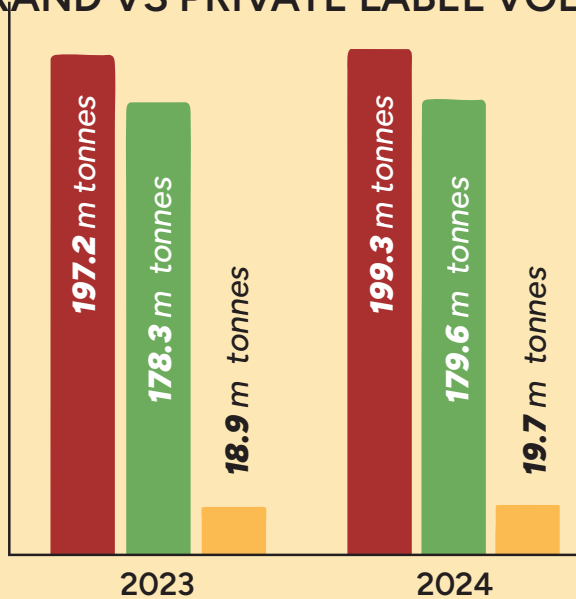


## TOP FACTORS OF IMPORTANCE IN PURCHASE:

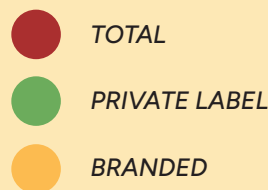
- 1) COST
- 2) TASTE/FLAVOUR
- 3) CONVENIENCE



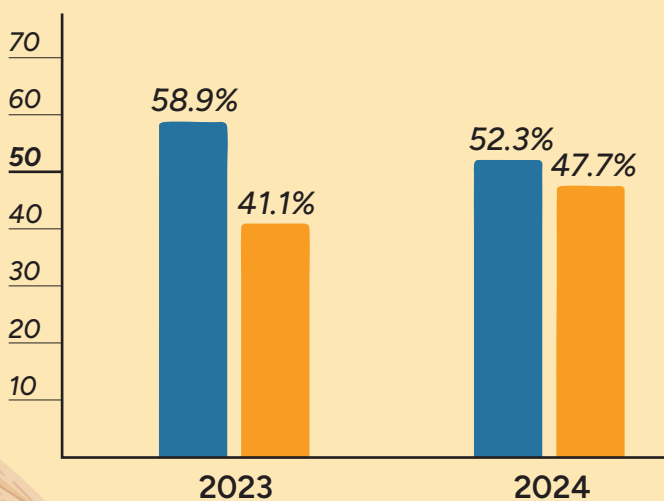
## BRAND VS PRIVATE LABEL VOLUMES:



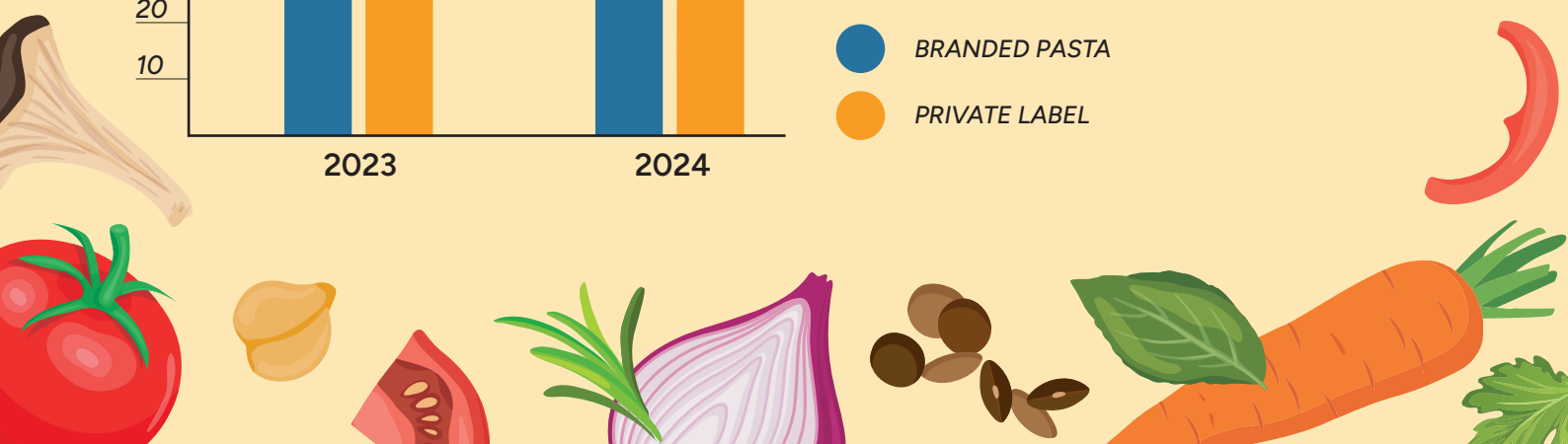
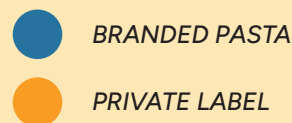
Private label continues to be the **pasta of choice** for UK consumers.



## BRAND VS PRIVATE LABEL PRODUCT LAUNCHES:

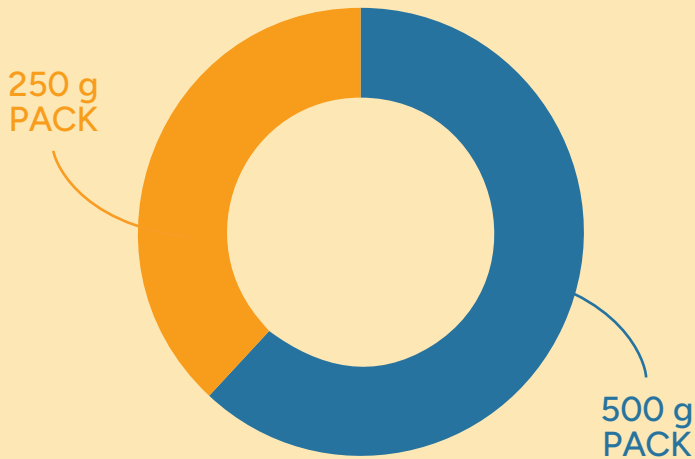


Despite the private label dominance of the UK pasta market, **brands are continuing to launch new products at a higher rate**, and this is reflected in the incremental increase of branded purchases between 2023-24.



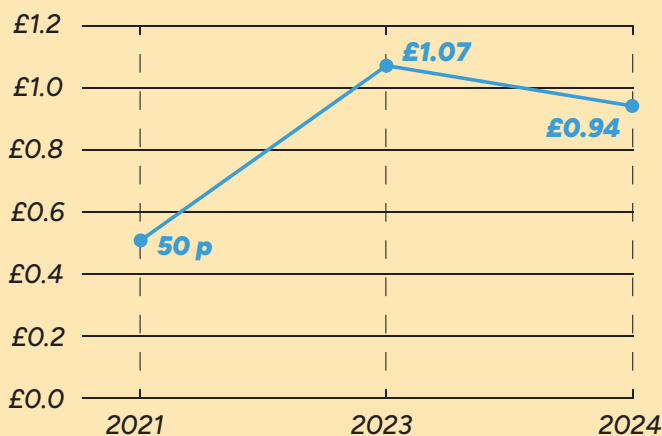
# 64% of British respondents say they would buy pasta on a typical grocery trip

## PREFERRED WEIGHTS:



## PASTA PRICING

Average price of £0.94 for 500g of dry pasta, compared to £1.07 in 2023.



### DID YOU KNOW?

The price of pasta has in fact doubled in two years. A standard 500g bag of pasta was 50p two years ago.

Sources: Kantar, NIQ, Mintel, Vypr, Unilever, Innova.





## CONCLUSION

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As pasta continues to twirl its way into British hearts (and plates), consumer trends like **convenience**, and **premium ingredients** are shaping the market's future. The UK is embracing pasta in new and exciting ways, as pasta

diversifies **from traditional comfort food to innovative**, health-forward choices, the future looks bright – and delicious – for pasta lovers across the nation!

**The Vitto pasta range has something for everyone.** Made from delicious durum wheat, ripened and harvested in Italy, the satisfying comfort of a bowl of Vitto pasta will fast become a household favourite. If you're looking to add a touch of the Vitto magic to your pasta shelf selection, we would love to hear from you.

If you're looking to liven up your pasta sauce selection, get in touch to become a stockist at <https://vittofood.co.uk/become-a-trade-partner/>

