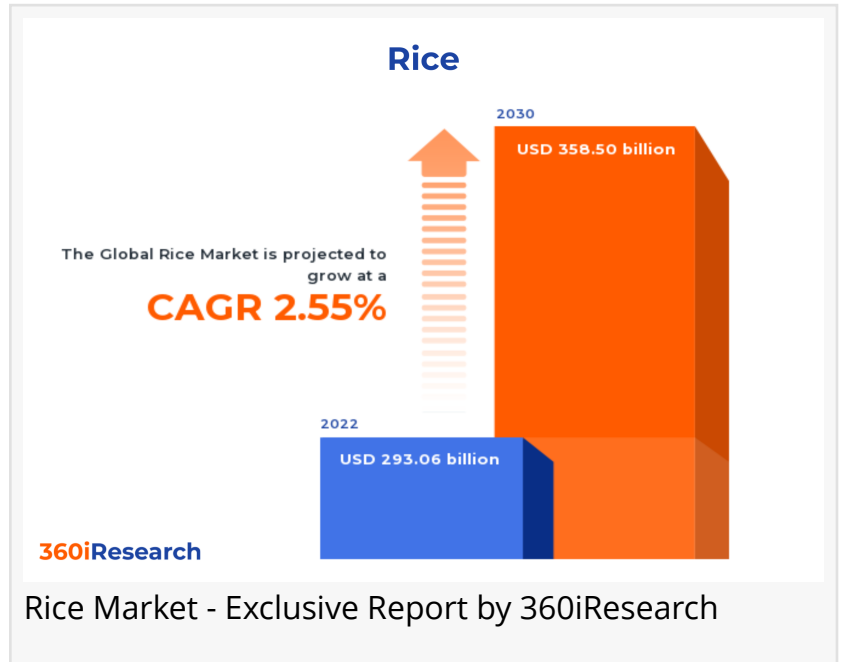


Rice Market worth \$358.50 billion by 2030, growing at a CAGR of 2.55% - Exclusive Report by 360iResearch

The Global Rice Market to grow from USD 293.06 billion in 2022 to USD 358.50 billion by 2030, at a CAGR of 2.55%.

PUNE, MAHARASHTRA, INDIA,
November 17, 2023 /

EINPresswire.com/ -- The "[Rice Market](#) by Type (Black Rice, Brown Rice, Red Rice), Grain Size (Long Grain, Medium Grain, Short Grain), Production Method, Distribution Channel, End-User - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



The Global Rice Market to grow from USD 293.06 billion in 2022 to USD 358.50 billion by 2030, at a CAGR of 2.55%.

Request a Free Sample Report @

https://www.360iresearch.com/library/intelligence/rice?utm_source=einpresswire&utm_medium=referral&utm_campaign=sample

Rice is a highly popular and widely consumed staple food. It is a cereal grain that originates from *Oryza glaberrima* or *Oryza sativa*, the seed of the grass species. The rice market encompasses the production, distribution, and consumption of various rice grains worldwide. There are many rice varieties, including long-grain and short-grain, each with its texture, flavor, and culinary uses. The increasing global population demands more food supply, significantly driving up rice consumption, and the wide availability of rice products and their wide variety through online distribution media is expected to drive market growth. Climate change poses a significant threat to crop yields, with unpredictable weather patterns affecting harvests that may hamper its market demand. Expanding organic rice farming practices that cater to health-conscious consumers seeking natural products without chemical residues from pesticides or synthetic fertilizers and advancement in the production and sourcing of rice are expected to create a

lucrative opportunity for the rice market in the coming years.

Distribution Channel: Potential use of online distribution channel provide convenient access to various types of rice products

Offline distribution channels for rice involve traditional selling methods through brick-and-mortar stores, such as supermarkets, hypermarkets, and grocery stores. These tangible outlets enable customers to physically inspect rice products' quality, variety, and packaging before purchasing. Online distribution channels provide customers with convenient access to various types of rice via e-commerce platforms. The need-based preferences for online channels emerge due to the ease of comparing prices, researching product information, reading user reviews, and obtaining home delivery services. Offline distribution is dominant in traditional markets, especially among rural and older consumers who rely on personal interaction and physical examination of rice products before purchasing. However, online distribution shows promising growth, driven by increased internet penetration, urbanization, and the adoption of e-commerce platforms.

End-User: Extensive use in the residential sector

The commercial end-user segment primarily encompasses businesses such as restaurants, hotels, caterers, and supermarkets that rely on high-quality rice to meet the diverse needs of their customers. In the industrial end-user segment, rice is used as an ingredient or raw material in producing various food items such as snacks, baby food, pet food, and alcoholic beverages such as sake. The preference in this sector leans towards cost-effective options with a focus on consistent quality and supply reliability. The residential end-user segment refers to households that consume rice in their daily diet. Consumers prioritize factors like taste, aroma, nutritional value, and cooking characteristics when choosing from different types of rice, such as brown, red, or black varieties, besides white variants. The commercial segment prioritizes diverse rice offerings emphasizing taste and presentation, while the industrial segment focuses on cost-effectiveness and consistent quality. On the other hand, the residential end-user segment places importance on factors such as taste, aroma, nutritional value, and cooking qualities.

Type: Poliferating adoption of brown rice due to its numerous health benefits

Black rice is highly nutritious, loaded with antioxidants, fiber, and protein, and has gained popularity globally among health-conscious consumers as a healthier alternative to white rice. This rice suits those who prefer nutrient-dense diets or need to maintain weight and control blood sugar levels. Brown rice, a whole-grain variety with its outer hull removed but retaining its bran layer offers numerous health benefits compared to white rice as this rice is rich in vitamins, minerals, fibers, and crucial fatty acids and is preferred by individuals seeking balanced diets or suffering from conditions such as diabetes or gastrointestinal issues that require high fiber intake. Red rice is another whole-grain variety that derives its distinct color and nutty flavor from its anthocyanin content and is rich in antioxidants, fiber, and essential nutrients; red rice is a healthy alternative to white rice. White Rice is the most widely consumed and has been milled to release the external layers (husk, bran), resulting in a refined texture with fewer nutrients than whole-grain varieties.

Production Method: Extensive adoption of organic rice production due to its more environmentally sustainable cultivation process

Conventional rice production is the traditional method of cultivating rice, which involves using synthetic fertilizers, pesticides, and genetically modified (GM) seeds to achieve higher crop yields. This method is preferred by farmers who need to produce large quantities of rice quickly to meet increasing market demands. Organic rice production relies on natural farming practices without synthetic chemicals or GMOs. It utilizes crop rotation and biological pest control techniques to maintain soil fertility and prevent pest infestations.

Regional Insights:

The Asia-Pacific has a significant landscape in the rice market owing to its large consumption and production base and extensive research investment aimed at increasing overall yield through genetic improvements and pest management techniques. Penetration of e-commerce platforms has also impacted customer purchasing behavior in this region by delivering convenience and accessibility to a broad spectrum of products, including specialty rice. The Americas have a steady growth in the rice market as consumers seek healthier alternatives to traditional carbohydrate sources and the high demand for specialty rice due to changing demographics and cultural influences. Key players in this region are investing heavily in research to improve yields through innovative technologies, such as precision agriculture systems that reduce water usage while increasing crop productivity. In Europe, market players are focusing on innovative production and packaging of rice products, which has driven the market growth in the region.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Rice Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Rice Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Rice Market, highlighting leading

vendors and their innovative profiles. These include Aakash Industries, Adani Wilmar Ltd., Aeroplane Rice Ltd., Annapurna Rice Mill, ASM Global Inc., California Family Foods, Cargill Incorporated, ITC Ltd., Kohinoor Foods Ltd., KRBL Ltd., Lotus Foods Inc., Louis Dreyfus Company, LT Foods Ltd., Natureland Organics, Patanjali Ayurved Limited, Riceland Foods Inc., Riso Scotti SPA, Riviana Foods Inc., Shriram Food Industry Limited, Sri Sri Tattva, Supple Tek, Tamaki Rice Corporation, Tasty Bite by Mars, Incorporated, The Deccan Group, and Tilda Ltd..

Inquire Before Buying @

https://www.360iresearch.com/library/intelligence/rice?utm_source=einpresswire&utm_medium=referral&utm_campaign=inquire

Market Segmentation & Coverage:

This research report categorizes the Rice Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Type, market is studied across Black Rice, Brown Rice, Red Rice, and White Rice. The White Rice is projected to witness significant market share during forecast period.

Based on Grain Size, market is studied across Long Grain, Medium Grain, and Short Grain. The Short Grain is projected to witness significant market share during forecast period.

Based on Production Method, market is studied across Conventional and Organic. The Organic is projected to witness significant market share during forecast period.

Based on Distribution Channel, market is studied across Offline and Online. The Online is projected to witness significant market share during forecast period.

Based on End-User, market is studied across Commercial, Industrial, and Residential. The Industrial is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Asia-Pacific commanded largest market share of 49.48% in 2022, followed by Europe, Middle East & Africa.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Rice Market, by Type
7. Rice Market, by Grain Size
8. Rice Market, by Production Method
9. Rice Market, by Distribution Channel
10. Rice Market, by End-User
11. Americas Rice Market
12. Asia-Pacific Rice Market
13. Europe, Middle East & Africa Rice Market
14. Competitive Landscape
15. Competitive Portfolio
16. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Rice Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Rice Market?
3. What is the competitive strategic window for opportunities in the Rice Market?
4. What are the technology trends and regulatory frameworks in the Rice Market?
5. What is the market share of the leading vendors in the Rice Market?
6. What modes and strategic moves are considered suitable for entering the Rice Market?

Read More @

https://www.360iresearch.com/library/intelligence/rice?utm_source=einpresswire&utm_medium=referral&utm_campaign=analyst

Mr. Ketan Rohom
360iResearch
+ 1 530-264-8485
ketan@360iresearch.com

This press release can be viewed online at: <https://www.einpresswire.com/article/669305218>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.