

Fortified Rice Market Demand will reach a value of US\$ 29.6 Bn by the year 2031 at a CAGR of 5.7%

The fortified rice market was valued at US\$ 18.2 Bn in 2022; It is projected to grow a CAGR of 5.7% from 2023 to 2031 and reach US\$ 29.6 Bn by the end of 2031

WILMINGTON, DE, UNITED STATES, December 17, 2024 /EINPresswire.com/ -- The [fortified rice market](#) is gaining significant traction globally as an effective solution to combat malnutrition and nutrient deficiencies, especially in developing regions. Fortified rice is enriched with essential vitamins and minerals, such as iron, zinc, folic acid, and vitamin B12, through innovative technologies like extrusion. Its increasing adoption in public health programs, rising consumer awareness of fortified foods, and supportive government initiatives are major factors propelling the market's growth.

Market Size and Growth

The fortified rice market was valued at US\$ 18.2 Bn in 2022 and is projected to grow at a CAGR of 5.7% from 2023 to 2031, reaching an estimated market value of US\$ 29.6 Bn by 2031. The expansion is driven by increasing demand in Asia-Pacific and Africa, regions with high prevalence of micronutrient deficiencies. Growing partnerships between governments and private organizations further bolster the market's potential.

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Market Segmentation

1. By Service Type:

- Production
- Packaging
- Distribution

2. By Sourcing Type:

- Commercially Manufactured
- Public Distribution System (PDS)

3. By Application:

- Households
- Schools
- Hospitals
- Food Processing

4. By Industry Vertical:

- Food & Beverages
- Healthcare

5. By Region:

- North America
- Europe
- Asia-Pacific
- Middle East & Africa
- South America

Regional Analysis

- Asia-Pacific: Dominates the market with large-scale implementation of fortified rice in public health programs in countries like India and Bangladesh.
- North America: Growing consumer preference for health and wellness products drives the demand for fortified rice.
- Europe: Rising awareness about fortified foods and government support boosts the market in this region.
- Middle East & Africa: Initiatives to combat malnutrition and high demand for cost-effective fortified food products contribute to steady growth.

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Market Drivers and Challenges

Drivers:

1. Government Initiatives: Programs like India's Food Safety and Standards Authority of India (FSSAI) and other global partnerships focus on mandatory rice fortification in PDS and mid-day meals.
2. Rising Health Awareness: Increased understanding of micronutrient deficiencies among consumers accelerates adoption.
3. Technological Advancements: Innovations in extrusion and coating technologies enhance cost-effectiveness and scalability.

Challenges:

1. High Costs: The production and distribution of fortified rice may deter adoption in low-income

regions.

2. Lack of Awareness: Limited consumer understanding of the benefits of fortified rice in certain markets.

Market Trends

- Increasing Private Partnerships: Collaborations between private firms and public health organizations to expand distribution channels.
- Focus on Sustainability: Manufacturers are adopting environmentally sustainable practices in fortified rice production.
- Integration with Other Food Programs: Fortified rice is increasingly integrated with school meal programs and healthcare nutrition schemes.

Competitive Landscape

Key players in the fortified rice market include:

1. Buhler Group: Known for its extrusion technology enabling cost-effective fortification.
2. DSM: A leader in micronutrient solutions for food fortification.
3. Cargill: Focuses on sustainable sourcing and fortified rice innovation.
4. BASF: Provides high-quality fortification premixes.
5. General Mills: Expanding its portfolio to include fortified rice products tailored to regional requirements.

Future Outlook

The fortified rice market is poised for robust growth, driven by supportive government policies, technological advancements, and a rising focus on addressing global malnutrition challenges. Expansion into underpenetrated regions and continued investment in R&D will be pivotal in shaping the market dynamics through 2031.

Key Market Study Points

- Growth opportunities in emerging economies such as India, Brazil, and African nations.
- Advancements in extrusion technology improving product affordability and scalability.
- The critical role of fortified rice in achieving Sustainable Development Goals (SDGs), particularly SDG 2 (Zero Hunger).

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