

# Global Rice Flour Market to Grow at 4.8% CAGR, Projected to Reach USD 1.3 Billion by 2031 | TMR

*The rice flour market is growing steadily, driven by rising demand for gluten-free, organic, and versatile food products.*

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EINPresswire.com/ -- The [rice flour market](#) is steadily expanding, with global valuation reaching US\$ 874.4 Mn in 2022 and projected to grow at a CAGR of 4.8% from 2023 to 2031, reaching US\$ 1.3 Bn by 2031. A shift in consumer dietary preferences, increasing health consciousness, and the rising prevalence of gluten



Rice Flour Market Forecast 2023-2031

intolerance are key factors fueling market growth. Below is an in-depth exploration of the key drivers, segmentation, trends, and regional dynamics shaping the rice flour market.

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## Competitive Landscape

The rice flour market is highly competitive, with several key players vying for market share. Companies such as Archer-Daniels-Midland Company, Associated British Foods PLC, and General Mills are leading the charge, leveraging extensive R&D capabilities to develop innovative products. Other notable players include Ebro Foods, Ingredion Incorporated, and Wilmar International Limited, all of which are focused on expanding their product portfolios to meet diverse consumer needs.

## Market Segmentation

The rice flour market is segmented into various categories based on product type, application,

and distribution channels. Each segment plays a crucial role in shaping the overall market dynamics.

### By Product Type

White rice flour dominates the market due to its extensive use in processed foods, bakery products, and as a thickener in soups and sauces. Its neutral flavor and texture make it highly adaptable for a variety of culinary uses. Conversely, brown rice flour, with its higher nutritional profile and rich fiber content, is gaining traction among health-conscious consumers. This segment is particularly popular among individuals looking for wholesome alternatives that offer both taste and nutrition.

### By Application

Rice flour has diverse applications across the food industry. In bakery and confectionery, it is a cornerstone ingredient in the production of gluten-free bread, cakes, and cookies. Its properties make it a preferred alternative to wheat-based flours, especially for those with gluten intolerance. In traditional Asian cuisines, rice flour is extensively used in noodles, pasta, and dumplings. Additionally, its use as a thickening agent in soups, sauces, and gravies is a key driver in the global food processing industry, further solidifying its versatility.

### By Distribution Channel

Supermarkets and hypermarkets remain the dominant distribution channels for rice flour, offering consumers the convenience of a wide variety of brands and types in one place. However, the rise of online retail is transforming how consumers purchase rice flour, particularly in urban areas where digital commerce is booming. The convenience of home delivery, combined with access to product reviews and detailed descriptions, has made online platforms a significant contributor to market expansion.

Access our report for a comprehensive look at key insights -

<https://www.transparencymarketresearch.com/rice-flour-market.html>

### Regional Analysis

The rice flour market exhibits notable regional disparities in consumption patterns, largely influenced by cultural, economic, and culinary factors.

The Asia Pacific region holds the largest market share, with countries like India, Japan, and Southeast Asian nations leading in rice flour consumption. Rice has been a staple food in these regions for centuries, and its processed forms, such as rice flour, are integral to traditional cuisines. Products like rice noodles, rice cakes, and dumplings are everyday staples in these cultures. Additionally, rapid urbanization and the expansion of fast-food outlets and quick-

service restaurants have bolstered rice flour demand in the region.

In North America, the increasing awareness of gluten intolerance and the popularity of gluten-free diets have driven a steady rise in rice flour consumption. Health-conscious consumers are incorporating rice flour into their daily diets, particularly in baked goods. Similarly, in Europe, the growing trend towards organic and clean-label products has made rice flour an attractive option. Emerging markets in Latin America and the Middle East & Africa also show significant potential, as rising disposable incomes and expanding food processing industries make rice flour more accessible.

## Market Trends

The rice flour market is evolving rapidly, with several key trends shaping its future. The gluten-free revolution remains a dominant force, as more consumers embrace gluten-free diets for both medical and lifestyle reasons. Rice flour is at the forefront of this trend, thanks to its versatility and compatibility with a wide range of food applications.

Another significant trend is the rise of organic and non-GMO rice flour products. Consumers are increasingly prioritizing sustainability and health, and manufacturers are responding by offering products that align with these values. Innovations in packaging, clean-label certifications, and eco-friendly production processes are also becoming more common.

Furthermore, manufacturers are exploring new product applications to cater to modern consumer preferences. From snack bars and energy bites to health-focused meal solutions, rice flour is finding its way into innovative and unconventional food products.

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