

# Rice Bran Oil Market in 2025 Share, Current and Future Industry Landscape Analysis 2032

*The global rice bran oil market grows as health-conscious consumers shift towards natural, healthier cooking oils, boosting demand for this nutritious option.*

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Rice bran oil (RBO), derived from the outer layer of rice grains, has gained significant traction in the global market due to its nutritional benefits, versatile applications, and growing consumer awareness of healthy cooking oils. With

a unique composition of bioactive compounds such as gamma-oryzanol, tocopherols, and tocotrienols, rice bran oil is celebrated for its health-promoting properties, including cholesterol reduction, improved heart health, and anti-inflammatory effects. These factors have contributed to the steady growth of the [rice bran oil market](#) across various regions.



Rice Bran Oil Market

## Market Size and Growth

The Rice Bran Oil Market was valued at approximately USD 1.67 billion in 2023 and is projected to grow from USD 1.75 billion in 2024 to USD 2.5 billion by 2032. This represents a compound annual growth rate (CAGR) of about 4.56% during the forecast period from 2025 to 2032. This growth is driven by increasing consumer preference for healthy edible oils, rising disposable incomes, and the expanding use of rice bran oil in the food, cosmetics, and pharmaceutical industries.

## Key Drivers

### 1. Health Benefits and Consumer Awareness

The rich nutritional profile of rice bran oil is a primary driver of market demand. Gamma-oryzanol, a unique antioxidant found in RBO, has been proven to lower LDL cholesterol and

improve HDL cholesterol levels, making it a popular choice among health-conscious consumers. Additionally, its high smoke point and neutral flavor make it suitable for various culinary applications, including frying and baking.

## 2. Growth in Food Processing Industry

The food processing industry's expansion has positively influenced the demand for rice bran oil. As a stable and cost-effective oil, it is increasingly used in packaged foods, snack items, and ready-to-eat meals. This trend is particularly strong in emerging economies where urbanization and changing lifestyles drive the demand for convenience foods.

## 3. Cosmetic and Pharmaceutical Applications

Rice bran oil's emollient and moisturizing properties have made it a sought-after ingredient in cosmetics and personal care products. It is used in formulations for creams, lotions, and hair care products due to its ability to hydrate the skin and improve texture. Furthermore, its anti-inflammatory properties have garnered interest from the pharmaceutical sector for potential therapeutic applications.

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## Challenges

Despite its numerous benefits, the rice bran oil market faces challenges that could hinder its growth:

**High Production Costs:** The extraction and refining processes for rice bran oil are complex and capital-intensive, leading to higher production costs compared to other edible oils like soybean or palm oil.

**Limited Consumer Awareness in Some Regions:** While awareness of RBO's health benefits is high in countries like Japan, India, and the United States, it remains relatively low in several developing markets.

**Competition from Other Oils:** The market faces stiff competition from other popular cooking oils such as olive, sunflower, and canola oils, which are also marketed as healthful alternatives.

## Regional Analysis

### 1. Asia-Pacific

Asia-Pacific dominates the rice bran oil market, accounting for the largest share due to high rice production and traditional use of RBO in countries like India, Japan, China, and Thailand. India, in particular, is a major producer and consumer, driven by the government's initiatives to promote RBO as a heart-healthy oil and growing consumer demand for healthier lifestyles.

## 2. North America

The North American market is growing steadily due to increasing health awareness and the rising popularity of Asian cuisines, which often incorporate rice bran oil. The region's well-established cosmetics industry also contributes to demand for RBO-based skincare products.

## 3. Europe

In Europe, rice bran oil is gaining recognition as a healthy alternative to traditional cooking oils. However, its market share remains relatively small compared to olive and sunflower oils. The growing trend of plant-based diets and veganism is expected to boost demand for rice bran oil in the region.

## 4. Rest of the World

The Middle East, Africa, and Latin America represent emerging markets for rice bran oil. As disposable incomes rise and health awareness spreads, these regions are likely to witness increased adoption of RBO in both culinary and non-culinary applications.

Key Companies in the Rice Bran Oil Market Include:

Cargill

Adani Wilmar

Rishta Foods

Sankalp Agro

Associated British Foods

Koochiching

Ruchi Soya Industries

Marico

Eco Harvest

KunsanSeoil

Sundrop Foods

Franklin Foods

Natural Habitats

Ruchi Soya

Bunge Limited

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Future Trends

### 1. Organic and Cold-Pressed Variants

The growing consumer preference for clean-label products and minimally processed oils is driving the demand for organic and cold-pressed rice bran oil. These variants are perceived as healthier and more environmentally friendly options.

### 2. Sustainability Initiatives

With increasing emphasis on sustainability, manufacturers are exploring ways to optimize the extraction process and reduce waste. Utilizing by-products such as rice bran wax and defatted rice bran in other industries can contribute to a circular economy.

### 3. Expansion in Non-Culinary Applications

The use of rice bran oil in bio-lubricants, biodiesel, and other industrial applications is expected to expand, offering new avenues for market growth.

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