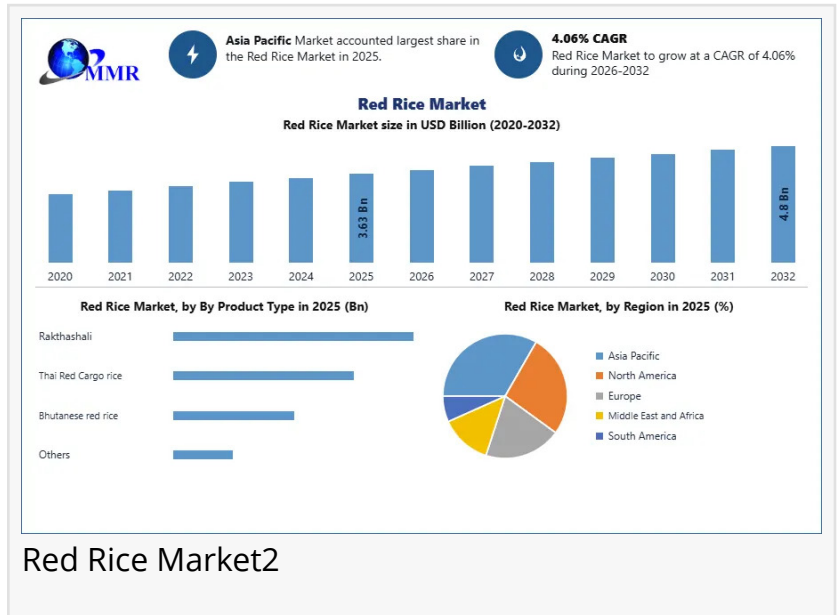


# Red Rice Market Hits USD 3.63 Billion, Set for Rapid Growth to USD 4.8 Billion by 2032 at 4.06% CAGR

*Red rice is distinguished by its red hue, which MMR attributes to anthocyanins. It is consumed in hulled or partially hulled form and contains nutrients such*

AUSTIN, TX, UNITED STATES, June 3, 2026 /EINPresswire.com/ -- Market Overview

The [Red Rice Market](#) size was valued at USD 3.63 Billion in 2025 and is expected to grow at a CAGR of 4.06% from 2026 to 2032, reaching nearly USD 4.8 Billion by 2032, according to Maximize Market Research. The market covers specialty red rice varieties, including Rakthashali, Thai Red Cargo Rice, Bhutanese red rice, and other forms used in culinary, functional food, nutraceutical, and personal care applications.



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*Maximize*

hulled or partially hulled form and contains nutrients such as iron, carbohydrates, zinc, protein, fat, fibre, and potassium. Its positioning as a more nutrient-dense alternative to polished rice is increasing its relevance among health-conscious consumers, athletes, nutraceutical producers, food manufacturers, and personal care brands.

The market is gaining attention as consumers seek high-fibre, nutrient-rich rice products and as manufacturers expand applications beyond traditional meals. MMR

identifies rising consumption by the sports and nutraceutical industries, increasing demand for plant-based cosmetics, and growing use in functional and alternative medicine products as

important drivers of demand.

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Key Growth Drivers Fueling the Red Rice Market

Rising demand for high-fibre rice products:

MMR states that red rice consumption has increased because of demand for high-fibre and nutrient-rich rice products. This supports adoption among consumers replacing polished rice with whole-grain and specialty rice alternatives.

Nutraceutical and sports nutrition adoption:

The report notes that athletes and consumers following intense workout programmes are using red rice instead of unpolished or brown rice. This has supported use in the sports and nutraceuticals industries, where fibre, minerals, and functional food positioning are important purchase drivers.

Anthocyanin-based functional appeal:

MMR identifies anthocyanin as the main component responsible for red rice's colour and links it with health-promoting properties. The report associates anthocyanin-rich red rice with demand from consumers interested in blood pressure control, diabetes prevention, vision support, antioxidant benefits, anti-inflammatory properties, and antibacterial properties.

Growth in plant-based cosmetics and personal care:

Red rice is also gaining relevance outside food. MMR reports increased demand from the cosmetics industry because red rice is used in anti-aging, wrinkle-free, and skin-care products, with Europe described as a leading user of anti-aging and wrinkle-free products made from red rice.

Traditional and therapeutic food use:

MMR highlights therapeutic and regional applications in India, including use of whole-grain red rice, red gunja for bread and chapatti, glutinous red rice for puttu, and varieties such as Jatu, Matali, Lal dhan, and Kafalya for traditional health-related uses.

Market Segmentation — By Type, Application & End-Use

MMR segments the global Red Rice Market by product type, grain type, nature, packaging type, distribution channel, application, and end user.

By Product Type:

Rakthashali

Thai Red Cargo Rice

Bhutanese red rice

Others

Dominant product segment: Thai Red Cargo Rice held the largest market share in 2025; MMR's public summary lists the share as "xx%," so no numeric share is stated here.

By Grain Type:

Long Grain

Short Grain

Medium Grain

By Nature:

Organic

Conventional

By Packaging Type:

Bags

Boxes

Bulk

Vacuum Sealed

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Convenience Stores

Specialty/Gourmet Stores

Online Retail

Government/Co-op Stores

Others

By Application:

Culinary Uses

Processed Food Products

Functional Foods & Health Products

Others

By End User: Food and Beverages

Nutraceuticals

Personal Care

Others.

Dominant end-user segment: Food & Beverage Industry, which held 46% share in 2025.

The Food & Beverage Industry leads because red rice is primarily consumed as a food product and is gaining traction as a healthy rice substitute. MMR also reports rising demand from nutraceuticals, healthcare, cosmetics, and domestic medicine applications, indicating that market growth is being shaped by both staple-food consumption and higher-value functional use cases.

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Regional Analysis — Where Is the Red Rice Market Growing Fastest?

United States

MMR's public summary does not provide a separate United States market size or share. It places the United States within North America and states that red rice consumption in North America increased by 2.7% due to growing preference for red rice as a supplementary and dietary food product.

The report also notes that the North American healthcare sector increased red rice consumption by 3.6% because of demand for alternative medicines. This supports opportunity in dietary, functional food, and healthcare-linked product positioning in the United States.

United Kingdom

MMR's public summary lists the United Kingdom as part of the Europe coverage but does not publish a separate UK market size or share in the visible report summary. Europe is described as the leading user of anti-aging and wrinkle-free products made from red rice.

For UK market participants, this indicates opportunity in personal care, specialty food, and premium wellness products, while avoiding unsupported country-level statistics. The cosmetics industry in Europe reported a 2.1% increase in demand for red rice due to rising skin-care demand.

Germany

Germany is included in MMR's European coverage, but the public summary does not disclose separate German market size or share. The most relevant MMR regional data for Germany is the broader European red rice application base in cosmetics and anti-aging products.

Given Germany's inclusion within Europe's red rice market coverage, the opportunity is tied to clean-label food, premium grain products, and personal care formulations. No Germany-specific numerical insight is stated because MMR's public summary does not provide one.

## Japan

MMR identifies Japan as part of Asia Pacific and states that India, China, Indonesia, and Japan account for more than 70% of global red rice output. Asia Pacific held the largest market share in 2025, although the public summary lists that share as “xx%.”

Japan is also relevant to traditional and functional red rice applications. The broader Asia Pacific region recorded increased demand from food and beverage and pharmaceutical industry applications, according to MMR’s regional insights.

## South Korea

South Korea is included in MMR’s Asia Pacific country coverage, but the public summary does not disclose a separate South Korea market size or share. Therefore, South Korea should be evaluated through the Asia Pacific regional trend rather than unsupported country-level figures.

Asia Pacific held the largest market share in 2025, and regional demand is supported by food, pharmaceutical, and plant-based cosmetics applications. This positioning makes South Korea relevant for specialty food and beauty-linked red rice applications.

## China

China is one of the countries MMR identifies, along with India, Indonesia, and Japan, as accounting for more than 70% of global red rice output. The report also places China within Asia Pacific, the region with the largest market share in 2025.

China’s opportunity is connected to red rice output, pharmaceutical applications, functional food usage, and demand for plant-based product inputs. MMR’s public summary does not provide China-specific revenue, so the analysis remains tied to its production role and Asia Pacific demand.

## India

India is highlighted by MMR as one of the major red rice output countries, alongside China, Indonesia, and Japan. MMR also notes that various red rice varieties are regarded as nutritious and therapeutic in several parts of India, with regional uses in food and traditional applications.

India is an important investment hotspot because of its red rice cultivation base, traditional consumption patterns, and emerging processing developments. MMR’s recent developments section states that LT Foods Limited commissioned a new processing and fortification facility in India in January 2026 to enhance iron and zinc content in red rice products.

Asia Pacific is the dominant region in MMR’s public summary, while the visible country data

points to India, China, Indonesia, and Japan as core output centers. The strongest investment hotspot is Asia Pacific, particularly India and China, because of production concentration, functional food demand, and processing expansion.

### Competitive Landscape — Leading Companies in the Red Rice Market

MMR lists the following companies among key players in the Red Rice Market: Lundberg Family Farms, Swanson Health Products, Inc., Lotus Foods, Inc., Shandong Zhonghui Biotechnology Co., Ltd., and Hangzhou Twin-Horse Group Co., Ltd.

#### Lundberg Family Farms:

MMR identifies Lundberg Family Farms as a key player and reports that the company launched a new line of Regenerative Organic Certified red rice blends in March 2026. The move strengthens its position in premium sustainable grains in North America.

#### Swanson Health Products, Inc.:

Swanson Health Products is included in MMR's key player list. Its presence reflects the market's link with wellness, dietary products, and nutraceutical-oriented demand.

#### Lotus Foods, Inc.:

MMR lists Lotus Foods as a key player and reports that the company expanded its System of Rice Intensification partnership to additional smallholder farms in Cambodia in October 2025. The development supports supply chain stability and specialty grain exports.

#### Shandong Zhonghui Biotechnology Co., Ltd.:

Shandong Zhonghui Biotechnology is listed among MMR's key competitors. Its inclusion indicates the importance of biotechnology-linked and Asia-based supply participants in the red rice value chain.

#### Hangzhou Twin-Horse Group Co., Ltd.:

Hangzhou Twin-Horse Group is also included among MMR's key players. The company's listing reinforces China's role in red rice production, processing, and market supply.

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### Recent Developments & Strategic Moves

Lundberg Family Farms launched Regenerative Organic Certified red rice blends on 12 March 2026, focused on soil health and carbon sequestration.

LT Foods Limited commissioned a new processing and fortification facility in India on 28 January 2026 to enhance iron and zinc content in red rice products.

Lotus Foods, Inc. expanded its SRI partnership to additional smallholder farms in Cambodia on

14 October 2025 for red rice export.

Ebro Foods, S.A. integrated blockchain-based traceability for Camargue red rice products on 22 July 2025 to support geographic authenticity for European consumers.

Sresta Natural Bioproducts announced a nationwide rollout of red rice-based ready-to-eat healthy meals in major retail chains on 5 May 2025.

## AI & Digital Transformation Impact on Red Rice Market

AI is changing the Red Rice Market by improving how producers plan cultivation, manage quality, monitor supply chains, and forecast demand. While MMR's public summary does not provide numerical AI adoption figures, it includes technology adoption in cultivation and processing, smart irrigation, yield optimization, traceability, quality control, packaging innovation, and digital consumer behavior in the report scope.

Digital transformation is especially relevant in premium and export-oriented red rice. Blockchain traceability, as noted in MMR's Ebro Foods development, can help verify geographic authenticity, while data-led logistics and e-commerce strategies can improve distribution efficiency. In practical terms, AI can support crop planning, defect detection during processing, consumer demand mapping, and retail assortment decisions for organic, functional, and ready-to-cook red rice products.

## Future Outlook — Investment Opportunities & Emerging Trends

The future of the Red Rice Market is shaped by functional food demand, organic and conventional product diversification, nutraceutical applications, personal care use, ready-to-eat formats, premium grain positioning, and digitally traceable supply chains. With the market expected to reach USD 4.8 Billion by 2032 at a 4.06% CAGR, investment opportunities are strongest in Asia Pacific production hubs, fortified red rice processing, sustainable cultivation, specialty/gourmet retail, online channels, and functional health products.

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