

Rice Milk Market to Reach US\$2.5 Billion by 2033 Driven by Rising Dairy Alternatives Demand

The Rice milk market to grow from US\$ 1.4 bn in 2026 to US\$ 2.0 bn by 2033, expanding at a steady CAGR of 8.8% driven by rising plant-based demand

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/EINPresswire.com/ -- The global [rice milk market](#) is experiencing significant growth as consumers increasingly shift toward plant-based beverages driven by rising health awareness, dietary preferences, and growing demand for dairy-free alternatives.

According to the latest market assessment, the global rice milk market size is expected to be valued at US\$ 1.4 billion in 2026 and is projected to reach US\$ 2.5 billion by 2033, expanding at a compound annual growth rate (CAGR) of 8.8% between 2026 and 2033. The market is gaining momentum due to increasing consumer adoption of vegan lifestyles, rising prevalence of lactose intolerance, and growing awareness regarding sustainable food and beverage choices. Rice milk is increasingly recognized as a naturally lactose-free, cholesterol-free, and easily digestible beverage option, making it attractive among consumers seeking healthier alternatives to traditional dairy products.



The expansion of the plant-based beverage industry, coupled with increasing investments by food and beverage manufacturers in product innovation, is creating strong growth opportunities for the rice milk market. Manufacturers are introducing fortified rice milk products enriched with calcium, vitamins, minerals, and functional ingredients to enhance nutritional value and appeal to a broader consumer base. The rapid growth of e-commerce platforms, increasing availability across retail channels, and growing demand for convenient ready-to-drink beverages are further supporting market development. Additionally, advancements in food processing technologies, improved flavor formulations, and sustainable packaging solutions are expected to contribute significantly to market growth throughout the forecast period.

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- Conventional

By End-user

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- Dairy & Desserts
- Infant Formula
- Retail/Household
- Foodservice Industry

By Distribution Channel

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- Business to Consumer
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Regional Insights

North America represents one of the leading regions in the global rice milk market due to strong consumer awareness regarding plant-based nutrition, increasing adoption of vegan diets, and high demand for dairy alternatives. The United States remains a major contributor owing to the expanding plant-based beverage industry, growing retail availability, and increasing consumer focus on health and wellness. The presence of established food and beverage companies, advanced distribution networks, and strong demand for allergen-free products continues supporting regional market growth.

Europe is another significant market for rice milk, supported by rising environmental awareness, increasing preference for sustainable food products, and favorable consumer attitudes toward plant-based diets. Countries such as Germany, the United Kingdom, France, Italy, and Spain are witnessing increased demand for dairy-free beverages due to growing concerns regarding lactose intolerance, animal welfare, and environmental sustainability. The region's strong organic food sector and regulatory support for alternative nutrition products further contribute to

market expansion.

Unique Features and Innovations in the Market

The modern rice milk market is characterized by continuous innovation in product formulation, nutritional enhancement, and sustainable manufacturing practices. Manufacturers are increasingly developing fortified rice milk products containing essential nutrients such as calcium, vitamin D, vitamin B12, and plant-based proteins to improve nutritional profiles and compete with traditional dairy beverages. These innovations are helping brands attract consumers seeking balanced diets and functional beverage solutions.

Artificial intelligence and advanced analytics are playing an increasing role in the rice milk industry by helping companies analyze consumer preferences, forecast demand, optimize supply chains, and develop targeted marketing strategies. AI-driven insights allow manufacturers to identify emerging flavor trends, improve product development processes, and enhance customer engagement.

Market Highlights

The global rice milk market is being driven by several key factors, including increasing demand for plant-based beverages, rising consumer awareness about nutritional benefits, and growing concerns regarding dairy-related allergies and lactose intolerance. Rice milk offers a naturally dairy-free alternative with a mild flavor profile, making it suitable for a wide range of consumers, including vegans, vegetarians, and individuals with dietary restrictions.

The expanding clean-label food movement is encouraging consumers to choose products with simple ingredients, minimal processing, and transparent sourcing practices. Rice milk manufacturers are responding by developing organic, non-GMO, and naturally formulated products that align with changing consumer expectations. The rising popularity of functional beverages enriched with vitamins, minerals, and additional health benefits is further creating new opportunities for market expansion.

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Key Players and Competitive Landscape

- Stremicks Heritage Foodstm, LLC
- Essona Organics, Inc.
- Nutra Organics
- Danone
- The Hain Celestial Group, Inc.
- Campbell Soup Company

- Nature's Choice
- PANOS Brands
- Vitasoy Australia Products Pty Ltd
- Pureharvest Pty Ltd
- Freedom Foods Group Ltd
- OKF Corporation
- The Italian Way
- RITA FOOD and DRINK CO., LTD

Future Opportunities and Growth Prospects

The global rice milk market is expected to witness substantial growth opportunities as consumer preferences continue shifting toward sustainable, nutritious, and plant-based beverage alternatives. Increasing investments in research and development, advanced food processing technologies, and functional ingredient integration are expected to support the introduction of innovative products with enhanced health benefits. Manufacturers are likely to focus on improving taste, texture, nutritional composition, and affordability to attract a wider consumer base.

Emerging technologies such as artificial intelligence, automation, and smart manufacturing will continue shaping the future of the rice milk industry by improving production efficiency, reducing costs, and enabling personalized product development. Digital commerce expansion will further enhance market accessibility by allowing brands to connect directly with consumers through online platforms and subscription-based services.

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