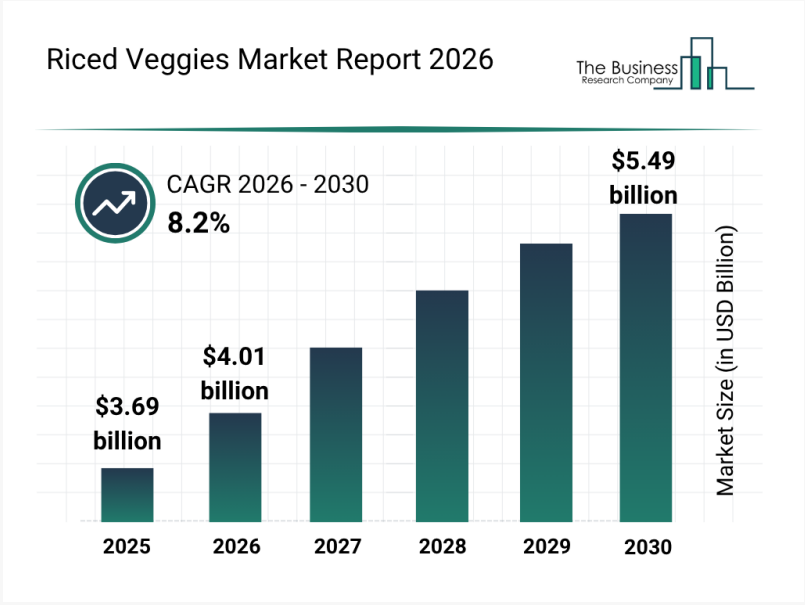
# The Business Research Company's Latest Riced Vegetables Market Study Highlights Upcoming Industry Trends and Projections

*The Business Research Company's Riced Vegetables Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035*



Riced Veggies Market Size

The Business Research Company

LONDON, GREATER LONDON, UNITED KINGDOM, September 29, 2026 /EINPresswire.com/ -- The demand for convenient and healthy food options has been reshaping the food industry, with riced vegetables emerging as a popular choice among consumers. As more people seek nutritious alternatives that fit their lifestyle needs, the riced veggies market is experiencing notable growth and evolving to meet these new preferences.

Current Size and Expansion Forecast of the Riced Veggies Market
In recent years, the riced veggies market has seen substantial growth. It is projected to increase from $3.69 billion in 2025 to $4.01 billion in 2026, reflecting a compound annual growth rate (CAGR) of 8.6%. This upward trend during the past period can be linked to several factors, including heightened consumer awareness about healthy eating, a rising shift towards plant-based diets, increased demand for convenient meal options, broader availability of frozen vegetable products, and a growing preference for low-calorie food choices.

Download a free sample of the riced veggies market report:
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aid&utm_campaign=Sep_PR

Future Growth Potential and Market Trends in Riced Veggies
Looking ahead, the riced veggies market is set to continue expanding robustly, with expectations to reach $5.49 billion by 2030 at a CAGR of 8.2%. The forecast period's growth is driven by rising interest in clean label vegetable-based foods, ongoing innovations in functional and nutritional products, a stronger focus on sustainable food consumption, expanding online grocery platforms, and heightened consumer curiosity about personalized nutrition. Key trends anticipated during this time include increasing demand for low-carbohydrate diets, a growing preference for plant-based and health-conscious eating, the popularity of convenient ready-to-cook vegetable options, wider retail availability of riced vegetable products, and creative developments in vegetable blends and flavor profiles.

Understanding Riced Veggies as a Product Category
Riced veggies refer to finely chopped vegetables processed to resemble the size and texture of rice, offering a versatile and convenient substitute for traditional grains. These products are manufactured using modern processing and packaging techniques designed to preserve freshness, quality, and nutritional benefits. They cater to today's consumers who prioritize healthy, low-carb, and plant-focused diets while seeking simple meal preparation solutions.

View the full riced veggies market report:
https://www.thebusinessresearchcompany.com/report/riced-veggies-market-global-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Sep_PR

Impact of Plant-Based Diet Popularity on Riced Veggies Market Growth
One of the major factors accelerating growth in the riced veggies market is the increasing adoption of plant-based diets. These diets emphasize foods sourced from plants — including vegetables, fruits, grains, legumes, nuts, and seeds — while reducing or eliminating animal products. The rise in plant-based eating is largely driven by growing awareness of its health advantages, motivating more people to follow such dietary patterns for improved wellness. Riced veggies align well with this trend by offering a vegetable-based, low-carb alternative to rice, enabling consumers to enjoy familiar dishes while sticking to plant-centered nutrition. For example, data from the Australian Bureau of Statistics in September 2025 reported that 5.3% of Australians identified as vegetarian or vegan, highlighting the expanding audience for plant-based foods. This shift is a key driver behind the increasing demand for riced vegetable products.

Regional Market Leadership and Growth Outlook for Riced Veggies
In 2025, North America held the largest market share within the riced veggies sector. However, the Asia-Pacific region is projected to experience the fastest growth during the coming years. The market analysis covers multiple regions including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive global perspective on market dynamics.

What’s new in our 2026 market reports:
• Market attractiveness scoring and analysis
• Total addressable market (TAM) analysis
• Company scoring matrix graphics and tables
• Excel dashboards
• Market hotspots infographics
• Key technologies and future trends
• Updated graphics and tables

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