

# **Calrose Rice Market By Type (U.S. source, Australian source) , By Application (Direct edible, Deep processing) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

### Calrose Rice Market

The Calrose rice market was valued at \$54.3 billion in 2023 and is projected to reach \$77.5 billion by 2033, growing at a CAGR of 3.7% from 2024 to 2033.

Calrose rice is a variety of white rice with medium grains that becomes mild, sticky, and soft upon cooking. Developed in California, it is considered as an all-purpose rice used to prepare different cuisines or served along with veggies and protein. The rice serves as a great substitute for short-grain glutinous rice and Chinese black rice due to its sticky texture. Calrose rice observes a high demand in the U.S., Asia-Pacific, and the Middle East for the preparation of dishes such as paella, risotto, and sushi. It is highly consumed due to its diverse benefits, including texture, versatility, flavor absorption capability, and digestibility. The nutritional profile of Calrose rice consists of low sodium & fats, high vitamins & minerals, zero gluten, and considerable carbohydrate content.

Increase in the adoption of Calrose rice in Asian cuisines and upsurge in popularity of these cuisines across the globe are propelling the growth of the market. In addition, rise in inclination of consumers toward healthy eating practices is boosting the demand for Calrose rice due to its rich nutritional profile. The trend of sustainable and organic production is gaining prominence in the Calrose rice market, encouraging manufacturers to adopt eco-friendly practices for rice cultivation. Furthermore, the production of ready-to-eat products from Calrose rice is acquiring traction in the current fast-paced lifestyle.

However, the rice variety faces stringent competition from the presence of other types such as Jasmine and Basmati that hampers the widespread expansion of the market. Furthermore, rise in the popularity of low-carb diets among health-conscious individuals restrains the development of the market. On the contrary, constant development of new, improved categories of Calrose rice presents lucrative opportunities for the market development. For instance, the California Rice Experiment Station is poised to introduce a new category of aromatic Calrose rice in 2025. The additional aroma of the rice with equivalent cooking attributes and grain quality is projected to target the niche consumer segment that prefers the aroma of long grain Jasmine type varieties.

### Segment Review

The Calrose rice market is segmented into type, application, and region. On the basis of type, the market is bifurcated into U.S. source and Australian source. By application, it is divided into direct edible and deep processing. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

On the basis of type, the U.S. source segment dominated the market in 2023.

By application, the direct edible segment held a high share of the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

### Competition Analysis

The major players of the global Calrose rice market include California Family Foods, American Commodity Company, farmers' rice cooperative, Pacific International Rice Mills, Doguet's Rice Milling Company, Far West Rice, Hinode Rice, and Sun Valley Rice Company, LLC. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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Key Market Segments

By Type

U.S. source

Australian source

## By Application

Direct edible

Deep processing

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

California Family Foods

American Commodity Company

farmers' rice cooperative

Pacific International Rice Mills

Doguet's Rice Milling Company

Far West Rice

Hinode Rice

the sun valley rice company, llc

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