

# Global Oryzenin Market Size study & Forecast, by Type (Isolates, Concentrates), by Application (Bakery and Confectionery, Beverages), by Function (Texturing, Gelling), and Regional Forecasts 2025-2035

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## Abstracts

The Global Oryzenin Market is valued approximately at USD 0.24 billion in 2024 and is anticipated to grow with an impressive CAGR of more than 14.20% over the forecast period 2025-2035. As global food systems tilt increasingly toward cleaner, allergen-free, and plant-powered nutritional solutions, oryzenin — a rice-derived protein — has firmly established itself as a high-potential contender within the protein alternatives landscape. Its hypoallergenic nature, high digestibility, and compatibility with gluten-free, dairy-free, and vegan diets have allowed oryzenin to transition from relative obscurity into the limelight of food innovation. Moreover, consumers' growing disenchantment with synthetic additives has created fertile ground for natural proteins like oryzenin to gain traction across the bakery, confectionery, and functional beverage segments.

In recent years, both oryzenin isolates and concentrates have been leveraged as viable solutions for product developers seeking clean-label, plant-based formulations without compromising on texture or protein content. Particularly within sports and performance nutrition, oryzenin's amino acid profile and emulsifying properties have unlocked new avenues for formulating high-performance protein shakes and bars. Additionally, its gelling and foaming functions have made it an attractive additive in egg replacements, desserts, and dairy alternatives. Rapid R&D in enzymatic hydrolysis techniques is also helping overcome the solubility and flavor challenges traditionally associated with rice proteins, thereby opening the door for widespread commercial use.

From a geographic perspective, North America is poised to maintain its market

dominance, underpinned by a robust consumer shift toward veganism and food transparency. The region benefits from a high concentration of health-conscious consumers, a mature functional food industry, and strong support for non-GMO, allergen-free ingredients. Meanwhile, Europe is not far behind, driven by favorable regulatory stances on sustainable proteins and the burgeoning organic food sector. Asia Pacific is expected to register the fastest CAGR during the forecast period, fueled by the rice-centric agricultural heritage of countries like India, China, and Thailand, coupled with rising urbanization and disposable income that are shaping modern dietary preferences in the region.

Major market player included in this report are:

BASF SE

Archer Daniels Midland Company

Croda International Plc.

Halliburton Company

Baker Hughes Company

Wilmar International Limited

Trican Well Service Ltd.

Chevron Phillips Chemical Company

Aubin Group

Schlumberger Limited

NOW Foods

M&D Industries of Louisiana, Inc.

Impact Fluid Solutions

AAK AB

Cargill, Incorporated

Global Oryzenin Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Type:

Isolates

Concentrates

**By Application:**

Bakery and Confectionery

Beverages

**By Function:**

Texturing

Gelling

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

## Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

## Latin America

Brazil

Mexico

## Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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