

# Global Japonica Rice Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Japonica rice, also known as Japanese rice, is a short-grain rice variety known for its sticky texture and sweet flavor. It is a staple in Japanese cuisine and is also popular in other Asian countries. In terms of market positioning, Japonica rice is often considered premium quality compared to long-grain varieties due to its unique characteristics.

The current market size of Japonica rice in 2023 is estimated at approximately USD 4.5 billion. The projected compound annual growth rate (CAGR) for the Japonica rice market from 2024 to 2032 is expected to be around 3.5%. This growth can be attributed to several key drivers and market forces.

One of the primary growth drivers for the Japonica rice market is the increasing demand for authentic Asian cuisine globally. As consumer preferences shift towards healthier and more diverse food options, the demand for Japonica rice, especially in the premium segment, is expected to rise. Additionally, the growing popularity of Japanese dishes such as sushi, onigiri, and rice bowls in Western countries is driving the demand for Japonica rice.

Another significant factor fueling market growth is the rising awareness among consumers about the nutritional benefits of Japonica rice. It is rich in essential nutrients, vitamins, and minerals, making it a preferred choice for health-conscious individuals. The unique sticky texture of Japonica rice also makes it ideal for sushi preparation, further boosting its demand in the food industry.

In terms of market trends, one notable trend is the increasing adoption of sustainable

farming practices in Japonica rice cultivation. Many rice producers are focusing on environmentally friendly farming methods to reduce water usage, minimize chemical inputs, and promote biodiversity. This trend aligns with the growing consumer preference for eco-friendly and ethically sourced food products.

Additionally, there is a trend towards product innovation in the Japonica rice market, with manufacturers introducing ready-to-cook Japonica rice products and convenient packaging options to cater to busy lifestyles. These innovations aim to enhance the overall consumer experience and expand the market reach of Japonica rice beyond traditional Asian cuisine.

When it comes to regional market distribution, Japan remains a dominant market for Japonica rice, given its cultural significance and high consumption levels. Other key markets for Japonica rice include South Korea, China, Taiwan, and select Western countries with a growing interest in Asian cuisine. The dominance of these regions can be attributed to factors such as culinary traditions, consumer preferences, and the presence of established distribution networks.

Despite the positive growth prospects, the Japonica rice market faces challenges such as price volatility due to fluctuating production costs, competition from other rice varieties, and the impact of climate change on rice cultivation. Addressing these challenges will require industry stakeholders to focus on sustainable practices, product differentiation, and market diversification to maintain a competitive edge in the global market.

This report provides a deep insight into the global Japonica Rice market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Japonica Rice Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Japonica Rice market in any manner.

## Global Japonica Rice Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Doguet's Rice Milling Company

KRBL

LT FOODS

REI Agro

Hinode Rice

Thai Hua

Asia Golden Rice Company

Nakornton Rice

Golden Grain Enterprise

Wonnabob Company

KAMOLKIJ

COFCO

Wilmar

TVFood

Randall Organic

Sanjeevani Organics

Kahang Organic Rice

Riceselect

Texas Best Organics

STC Group

Yinchuan

Urmatt

Vien Phu

SUNRISE Foodstuff JSC

Foodtech Solutions

Beidahuang

Yanbiangaoli

Market Segmentation (by Type)

Translucent Rice

Opaque Rice

Market Segmentation (by Application)

Direct Edible

Deep Processing

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Japonica Rice Market

Overview of the regional outlook of the Japonica Rice Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the

years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Japonica Rice Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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