

Global Riced Veggies Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Riced veggies, a popular food product, refer to vegetables that have been processed into rice-like shapes for easy consumption. This innovative product caters to health-conscious consumers seeking convenient ways to incorporate more vegetables into their diets. The market for riced veggies has witnessed significant growth in recent years due to increasing health awareness and changing dietary preferences.

As of 2023, the market size for riced veggies stands at approximately USD 350 million. This figure is indicative of the growing demand for healthy and convenient food options among consumers. Looking ahead, the market is projected to experience a Compound Annual Growth Rate (CAGR) of 8.5% from 2024 to 2032. This robust growth forecast underscores the sustained interest in riced veggies and the potential for further market expansion.

Several key drivers fuel the growth of the riced veggies market. Firstly, the rising trend of plant-based diets and vegetarianism has propelled the demand for vegetable-based products like riced veggies. Additionally, the increasing awareness of the health benefits associated with vegetable consumption, such as weight management and nutrient intake, has driven consumer interest in riced veggies. Moreover, the convenience factor offered by riced veggies, requiring minimal preparation time, appeals to busy individuals seeking quick and nutritious meal options.

Market trends in the riced veggies segment indicate a shift towards product innovation and diversification. Manufacturers are introducing new flavors, blends, and packaging formats to cater to evolving consumer preferences. For instance, the introduction of

seasoned riced veggies or organic options has gained traction among health-conscious consumers. Furthermore, collaborations between riced veggie brands and celebrity chefs or influencers have helped create buzz and drive sales in the market.

Regionally, the market for riced veggies is dominated by North America and Europe, accounting for a significant share of global consumption. The dominance of these regions can be attributed to factors such as higher health consciousness, disposable income levels, and established distribution networks. In North America, the United States leads the market due to a strong culture of health and wellness, while in Europe, countries like the United Kingdom and Germany exhibit robust demand for riced veggies.

Despite the positive growth trajectory, the riced veggies market faces certain challenges. One key challenge is the competition from substitute products such as traditional rice or pasta, which may hinder market penetration among certain consumer segments. Additionally, pricing pressures and supply chain disruptions can impact the profitability of riced veggie manufacturers, necessitating strategic pricing and sourcing decisions to mitigate risks.

In conclusion, the market for riced veggies presents lucrative opportunities for manufacturers and retailers alike, driven by consumer preferences for healthy, convenient, and innovative food options. By capitalizing on key growth drivers, addressing market trends, and navigating regional dynamics, stakeholders can position themselves for success in this dynamic market landscape.

This report provides a deep insight into the global Riced Veggies 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 Riced Veggies 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 Riced Veggies market in any manner.

Global Riced Veggies 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

B&G Foods

Del Monte Foods

Fullgreen

Birds Eye

Market Segmentation (by Type)

Cauliflower and Broccoli Type

Other

Market Segmentation (by Application)

On Line

Off Line

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 Riced Veggies Market

Overview of the regional outlook of the Riced Veggies 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 Riced Veggies 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.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Riced Veggies

1.2 Key Market Segments

1.2.1 Riced Veggies Segment by Type

1.2.2 Riced Veggies Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 RICED VEGGIES MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Riced Veggies Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Riced Veggies Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 RICED VEGGIES MARKET COMPETITIVE LANDSCAPE

3.1 Global Riced Veggies Sales by Manufacturers (2019-2024)

3.2 Global Riced Veggies Revenue Market Share by Manufacturers (2019-2024)

3.3 Riced Veggies Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Riced Veggies Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Riced Veggies Sales Sites, Area Served, Product Type

3.6 Riced Veggies Market Competitive Situation and Trends

3.6.1 Riced Veggies Market Concentration Rate

3.6.2 Global 5 and 10 Largest Riced Veggies Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 RICED VEGGIES INDUSTRY CHAIN ANALYSIS

- 4.1 Riced Veggies Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF RICED VEGGIES MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 RICED VEGGIES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Riced Veggies Sales Market Share by Type (2019-2024)
- 6.3 Global Riced Veggies Market Size Market Share by Type (2019-2024)
- 6.4 Global Riced Veggies Price by Type (2019-2024)

7 RICED VEGGIES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Riced Veggies Market Sales by Application (2019-2024)
- 7.3 Global Riced Veggies Market Size (M USD) by Application (2019-2024)
- 7.4 Global Riced Veggies Sales Growth Rate by Application (2019-2024)

8 RICED VEGGIES MARKET SALES BY REGION

- 8.1 Global Riced Veggies Sales by Region
 - 8.1.1 Global Riced Veggies Sales by Region
 - 8.1.2 Global Riced Veggies Sales Market Share by Region
- 8.2 Global Riced Veggies Market Size by Region
 - 8.2.1 Global Riced Veggies Market Size by Region

8.2.2 Global Riced Veggies Market Size Market Share by Region

8.3 North America

8.3.1 North America Riced Veggies Sales by Country

8.3.2 North America Riced Veggies Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Riced Veggies Sales by Country

8.4.2 Europe Riced Veggies Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Riced Veggies Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Riced Veggies Market Size by Region

8.6.2 Asia Pacific Riced Veggies Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Riced Veggies Sales by Country

8.7.2 South America Riced Veggies Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Riced Veggies Sales by Region

8.8.2 Middle East and Africa Riced Veggies Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 RICED VEGGIES MARKET PRODUCTION BY REGION

9.1 Global Production of Riced Veggies by Region (2019-2024)

9.2 Global Riced Veggies Revenue Market Share by Region (2019-2024)

9.3 Global Riced Veggies Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Riced Veggies Production

9.4.1 North America Riced Veggies Production Growth Rate (2019-2024)

9.4.2 North America Riced Veggies Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Riced Veggies Production

9.5.1 Europe Riced Veggies Production Growth Rate (2019-2024)

9.5.2 Europe Riced Veggies Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Riced Veggies Production (2019-2024)

9.6.1 Japan Riced Veggies Production Growth Rate (2019-2024)

9.6.2 Japan Riced Veggies Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Riced Veggies Production (2019-2024)

9.7.1 China Riced Veggies Production Growth Rate (2019-2024)

9.7.2 China Riced Veggies Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 BandG Foods

10.1.1 BandG Foods Riced Veggies Basic Information

10.1.2 BandG Foods Riced Veggies Product Overview

10.1.3 BandG Foods Riced Veggies Product Market Performance

10.1.4 BandG Foods Business Overview

10.1.5 BandG Foods Riced Veggies SWOT Analysis

10.1.6 BandG Foods Recent Developments

10.2 Del Monte Foods

10.2.1 Del Monte Foods Riced Veggies Basic Information

10.2.2 Del Monte Foods Riced Veggies Product Overview

10.2.3 Del Monte Foods Riced Veggies Product Market Performance

- 10.2.4 Del Monte Foods Business Overview
- 10.2.5 Del Monte Foods Riced Veggies SWOT Analysis
- 10.2.6 Del Monte Foods Recent Developments
- 10.3 Fullgreen
 - 10.3.1 Fullgreen Riced Veggies Basic Information
 - 10.3.2 Fullgreen Riced Veggies Product Overview
 - 10.3.3 Fullgreen Riced Veggies Product Market Performance
 - 10.3.4 Fullgreen Riced Veggies SWOT Analysis
 - 10.3.5 Fullgreen Business Overview
 - 10.3.6 Fullgreen Recent Developments
- 10.4 Birds Eye
 - 10.4.1 Birds Eye Riced Veggies Basic Information
 - 10.4.2 Birds Eye Riced Veggies Product Overview
 - 10.4.3 Birds Eye Riced Veggies Product Market Performance
 - 10.4.4 Birds Eye Business Overview
 - 10.4.5 Birds Eye Recent Developments

11 RICED VEGGIES MARKET FORECAST BY REGION

- 11.1 Global Riced Veggies Market Size Forecast
- 11.2 Global Riced Veggies Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Riced Veggies Market Size Forecast by Country
 - 11.2.3 Asia Pacific Riced Veggies Market Size Forecast by Region
 - 11.2.4 South America Riced Veggies Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Riced Veggies by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Riced Veggies Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Riced Veggies by Type (2025-2032)
 - 12.1.2 Global Riced Veggies Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Riced Veggies by Type (2025-2032)
- 12.2 Global Riced Veggies Market Forecast by Application (2025-2032)
 - 12.2.1 Global Riced Veggies Sales (K MT) Forecast by Application
 - 12.2.2 Global Riced Veggies Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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