

Global Rice Cracker Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Rice Cracker market size will reach 7,872.46 Million USD in 2025 and is projected to reach 9,847.84 Million USD by 2032, with a CAGR of 3.25% (2025-2032). Notably, the China Rice Cracker market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A rice cracker is a snack made primarily from rice that has been processed and cooked through methods such as baking, steaming, or deep-frying. These crackers can vary widely in texture, flavor, and shape, but they are generally characterized by a light and crispy consistency. Rice crackers may be seasoned with various flavors, such as soy sauce, seaweed, or spices, imparting a savory or sweet taste. In some traditional Asian cuisines, rice crackers are a popular snack enjoyed on their own or paired with dips. Their popularity has extended globally, and different cultures have developed their own variations of rice crackers. They are often chosen as a gluten-free alternative to wheat-based snacks and are appreciated for their versatility and ability to serve as a satisfying and crunchy snack option.

The major global manufacturers of Rice Cracker include Kameda Seika, Sanko Seika, Iwatsuka Confectionery, Mochikichi, Kuriyamabeika(Befco), Bourbon, BonChi, Ogurasansou, Echigoseika, Want Want, UNCLE POP, Miduoqi, COFCO, Xiaowangzi Food, ONEONE (Thien Ha Corp), Orion, Kanom Sakol, Namchao, Oishi, Xiaoshuaicai,

etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Rice Cracker. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Rice Cracker market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Rice Cracker market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Rice Cracker industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Rice Cracker Include:

Kameda Seika

Sanko Seika

Iwatsuka Confectionery

Mochikichi

Kuriyamabeika(Befco)

Bourbon

BonChi

Ogurasansou

Echigoseika

Want Want

UNCLE POP

Miduoqi

COFCO

Xiaowangzi Food

ONEONE (Thien Ha Corp)

Orion

Kanom Sakol

Namchao

Oishi

Xiaoshuaicai

Rice Cracker Product Segment Include:

Non-Glutinous Rice Base

Glutinous Rice Base

Rice Cracker Product Application Include:

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

Others

Chapter Scope

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