

# Global Rice Snacks 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 Snacks market size will reach 7,649.41 Million USD in 2025 and is projected to reach 9,633.88 Million USD by 2032, with a CAGR of 3.35% (2025-2032). Notably, the China Rice Snacks 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

Rice snacks are a category of snack foods made primarily from rice or rice-based ingredients. These snacks come in various forms, including rice cakes, rice crackers, and puffed rice snacks. Rice snacks are known for their light and crispy texture, and they are often seasoned with a variety of flavors such as salt, spices, or other seasonings to enhance taste. They are popular as a healthier alternative to traditional snacks like potato chips, as they are often gluten-free, lower in fat, and may be considered a lighter option. Rice snacks are enjoyed as a convenient and satisfying snack option in many cultures, and the variety of flavors and styles contribute to their widespread appeal.

The major global manufacturers of Rice Snacks include Kameda Seika, Sanko Seika, Iwatsuka Confectionery, Mochikichi, Kuriyamabeika(Befco), Bourbon, BonChi, TH Foods, Ogurasansou, Echigoseika, Want Want, UNCLE POP, Miduoqi, COFCO, Xiaowangzi Food, 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 Snacks. 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 Snacks 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 Snacks 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 Snacks 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 Snacks Include:

Kameda Seika

Sanko Seika

Iwatsuka Confectionery

Mochikichi

Kuriyamabeika(Befco)

Bourbon

BonChi

TH Foods

Ogurasansou

Echigoseika

Want Want

UNCLE POP

Miduoqi

COFCO

Xiaowangzi Food

Rice Snacks Product Segment Include:

Glutinous Rice Base

Non-Glutinous Rice Base

Rice Snacks Product Application Include:

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Rice Snacks Industry PESTEL Analysis

Chapter 3: Global Rice Snacks Industry Porter's Five Forces Analysis

Chapter 4: Global Rice Snacks Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Rice Snacks Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Rice Snacks Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Rice Snacks Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Rice Snacks Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Rice Snacks Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Rice Snacks Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Rice Snacks Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis,

Countries Analysis)

Chapter 12: Global Rice Snacks Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

## Contents

### **1 RICE SNACKS MARKET OVERVIEW**

- 1.1 Product Definition and Statistical Scope
- 1.2 Rice Snacks Product by Type
  - 1.2.1 Glutinous Rice Base
  - 1.2.2 Non-Glutinous Rice Base
- 1.3 Rice Snacks Product by Application
  - 1.3.1 Supermarkets and Hypermarkets
  - 1.3.2 Independent Retailers
  - 1.3.3 Convenience Stores
  - 1.3.4 Online Retailers
- 1.4 Global Rice Snacks Market Revenue and Sales Analysis
  - 1.4.1 Global Rice Snacks Revenue Market Size Analysis (2020-2032)
  - 1.4.2 Global Rice Snacks Sales Market Size Analysis (2020-2032)
  - 1.4.3 Global Rice Snacks Market Sales Price Trend Analysis (2020-2032)
- 1.5 Rice Snacks Industry Trends and Innovation
  - 1.5.1 Rice Snacks Industry Trends and Innovation
  - 1.5.2 Rice Snacks Market Drivers and Challenges

### **2 RICE SNACKS MARKET PESTEL ANALYSIS**

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

### **3 RICE SNACKS MARKET PORTER'S FIVE FORCES ANALYSIS**

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

### **4 GLOBAL RICE SNACKS MARKET ANALYSIS BY REGIONS**

- 4.1 Rice Snacks Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Rice Snacks Revenue and Forecast Analysis (2020-2032)
  - 4.2.1 Global Rice Snacks Revenue and Market Share by Region (2020-2025)
  - 4.2.2 Global Rice Snacks Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global Rice Snacks Sales and Forecast Analysis (2020-2032)
  - 4.3.1 Global Rice Snacks Sales and Market Share by Region (2020-2025)
  - 4.3.2 Global Rice Snacks Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global Rice Snacks Sales Price Trend Analysis (2020-2032)

## **5 GLOBAL RICE SNACKS MARKET SIZE BY TYPE AND APPLICATION**

- 5.1 Global Rice Snacks Market Size by Type
  - 5.1.1 Global Rice Snacks Revenue and Forecast Analysis by Type (2020-2032)
  - 5.1.2 Global Rice Snacks Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Rice Snacks Market Size by Application
  - 5.2.1 Global Rice Snacks Revenue and Forecast Analysis by Application (2020-2032)
  - 5.2.2 Global Rice Snacks Sales and Forecast Analysis by Application (2020-2032)

## **6 NORTH AMERICA**

- 6.1 North America Rice Snacks Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Rice Snacks Market Size by Type
  - 6.3.1 North America Rice Snacks Sales by Type (2020-2032)
  - 6.3.2 North America Rice Snacks Revenue by Type (2020-2032)
- 6.4 North America Rice Snacks Market Size by Application
  - 6.4.1 North America Rice Snacks Sales by Application (2020-2032)
  - 6.4.2 North America Rice Snacks Revenue by Application (2020-2032)
- 6.5 North America Rice Snacks Market Size by Country
  - 6.5.1 US
  - 6.5.2 Canada

## **7 EUROPE**

- 7.1 Europe Rice Snacks Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Rice Snacks Market Size by Type
  - 7.3.1 Europe Rice Snacks Sales by Type (2020-2032)

- 7.3.2 Europe Rice Snacks Revenue by Type (2020-2032)
- 7.4 Europe Rice Snacks Market Size by Application
  - 7.4.1 Europe Rice Snacks Sales by Application (2020-2032)
  - 7.4.2 Europe Rice Snacks Revenue by Application (2020-2032)
- 7.5 Europe Rice Snacks Market Size by Country
  - 7.5.1 Germany
  - 7.5.2 France
  - 7.5.3 United Kingdom
  - 7.5.4 Italy
  - 7.5.5 Spain
  - 7.5.6 Benelux

## **8 CHINA**

- 8.1 China Rice Snacks Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Rice Snacks Market Size by Type
  - 8.3.1 China Rice Snacks Sales by Type (2020-2032)
  - 8.3.2 China Rice Snacks Revenue by Type (2020-2032)
- 8.4 China Rice Snacks Market Size by Application
  - 8.4.1 China Rice Snacks Sales by Application (2020-2032)
  - 8.4.2 China Rice Snacks Revenue by Application (2020-2032)

## **9 APAC (EXCL. CHINA)**

- 9.1 APAC (excl. China) Rice Snacks Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Rice Snacks Market Size by Type
  - 9.3.1 APAC (excl. China) Rice Snacks Sales by Type (2020-2032)
  - 9.3.2 APAC (excl. China) Rice Snacks Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Rice Snacks Market Size by Application
  - 9.4.1 APAC (excl. China) Rice Snacks Sales by Application (2020-2032)
  - 9.4.2 APAC (excl. China) Rice Snacks Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Rice Snacks Market Size by Country
  - 9.5.1 Japan
  - 9.5.2 South Korea
  - 9.5.3 India
  - 9.5.4 Australia

### 9.5.5 Southeast Asia

## **10 LATIN AMERICA**

### 10.1 Latin America Rice Snacks Market Size and Growth Rate Analysis (2020-2032)

### 10.2 Latin America Key Manufacturers Analysis

### 10.3 Latin America Rice Snacks Market Size by Type

#### 10.3.1 Latin America Rice Snacks Sales by Type (2020-2032)

#### 10.3.2 Latin America Rice Snacks Revenue by Type (2020-2032)

### 10.4 Latin America Rice Snacks Market Size by Application

#### 10.4.1 Latin America Rice Snacks Sales by Application (2020-2032)

#### 10.4.2 Latin America Rice Snacks Revenue by Application (2020-2032)

### 10.5 Latin America Rice Snacks Market Size by Country

### 10.6 Latin America Rice Snacks Market Size by Country

#### 10.6.1 Mexico

#### 10.6.2 Brazil

## **11 MIDDLE EAST & AFRICA**

### 11.1 Middle East & Africa Rice Snacks Market Size and Growth Rate Analysis (2020-2032)

### 11.2 Middle East & Africa Key Manufacturers Analysis

### 11.3 Middle East & Africa Rice Snacks Market Size by Type

#### 11.3.1 Middle East & Africa Rice Snacks Sales by Type (2020-2032)

#### 11.3.2 Middle East & Africa Rice Snacks Revenue by Type (2020-2032)

### 11.4 Middle East & Africa Rice Snacks Market Size by Application

#### 11.4.1 Middle East & Africa Rice Snacks Sales by Application (2020-2032)

#### 11.4.2 Middle East & Africa Rice Snacks Revenue by Application (2020-2032)

### 11.5 Middle East Rice Snacks Market Size by Country

#### 11.5.1 Saudi Arabia

#### 11.5.2 South Africa

## **12 COMPETITION BY MANUFACTURERS**

### 12.1 Global Rice Snacks Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

#### 12.1.1 Global Rice Snacks Market Sales by Key Manufacturers (2021-2025)

#### 12.1.2 Global Rice Snacks Market Revenue by Key Manufacturers (2021-2025)

#### 12.1.3 Global Rice Snacks Average Sales Price by Manufacturers (2021-2025)

## 12.2 Rice Snacks Competitive Landscape Analysis and Market Dynamic

### 12.2.1 Rice Snacks Competitive Landscape Analysis

### 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

### 12.2.3 Market Dynamic

## 13 KEY COMPANIES ANALYSIS

### 13.1 Kameda Seika

13.1.1 Kameda Seika Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

#### 13.1.2 Kameda Seika Rice Snacks Product Portfolio

13.1.3 Kameda Seika Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.2 Sanko Seika

13.2.1 Sanko Seika Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

#### 13.2.2 Sanko Seika Rice Snacks Product Portfolio

13.2.3 Sanko Seika Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.3 Iwatsuka Confectionery

13.3.1 Iwatsuka Confectionery Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

#### 13.3.2 Iwatsuka Confectionery Rice Snacks Product Portfolio

13.3.3 Iwatsuka Confectionery Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.4 Mochikichi

13.4.1 Mochikichi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

#### 13.4.2 Mochikichi Rice Snacks Product Portfolio

13.4.3 Mochikichi Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.5 Kuriyamabeika(Befco)

13.5.1 Kuriyamabeika(Befco) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

#### 13.5.2 Kuriyamabeika(Befco) Rice Snacks Product Portfolio

13.5.3 Kuriyamabeika(Befco) Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.6 Bourbon

13.6.1 Bourbon Basic Company Profile (Employees, Areas Service, Competitors and

## Contact Information)

### 13.6.2 Bourbon Rice Snacks Product Portfolio

13.6.3 Bourbon Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.7 BonChi

13.7.1 BonChi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

### 13.7.2 BonChi Rice Snacks Product Portfolio

13.7.3 BonChi Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.8 TH Foods

13.8.1 TH Foods Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

### 13.8.2 TH Foods Rice Snacks Product Portfolio

13.8.3 TH Foods Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.9 Ogurasansou

13.9.1 Ogurasansou Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

### 13.9.2 Ogurasansou Rice Snacks Product Portfolio

13.9.3 Ogurasansou Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.10 Echigoseika

13.10.1 Echigoseika Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

### 13.10.2 Echigoseika Rice Snacks Product Portfolio

13.10.3 Echigoseika Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.11 Want Want

13.11.1 Want Want Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

### 13.11.2 Want Want Rice Snacks Product Portfolio

13.11.3 Want Want Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.12 UNCLE POP

13.12.1 UNCLE POP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

### 13.12.2 UNCLE POP Rice Snacks Product Portfolio

13.12.3 UNCLE POP Rice Snacks Market Data Analysis (Revenue, Sales, Price,

Gross Margin and Market Share) (2021-2025)

13.13 Miduoqi

13.13.1 Miduoqi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Miduoqi Rice Snacks Product Portfolio

13.13.3 Miduoqi Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 COFCO

13.14.1 COFCO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 COFCO Rice Snacks Product Portfolio

13.14.3 COFCO Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.15 Xiaowangzi Food

13.15.1 Xiaowangzi Food Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Xiaowangzi Food Rice Snacks Product Portfolio

13.15.3 Xiaowangzi Food Rice Snacks Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## **14 INDUSTRY CHAIN ANALYSIS**

14.1 Rice Snacks Industry Chain Analysis

14.2 Rice Snacks Industry Raw Material and Suppliers Analysis

14.2.1 Rice Snacks Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Rice Snacks Typical Downstream Customers

14.4 Rice Snacks Sales Channel Analysis

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 METHODOLOGY AND DATA SOURCE**

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Global Rice Snacks Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Rice Snacks Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Rice Snacks Industry Development Status

Table 4: Rice Snacks Industry Development Trends

Table 5: Global Rice Snacks Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Rice Snacks Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Rice Snacks Revenue Market Share by Region (2020-2025)

Table 8: Global Rice Snacks Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Rice Snacks Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Rice Snacks Sales by Region (2020-2025) & (K Ton)

Table 11: Global Rice Snacks Sales Market Share by Region (2020-2025)

Table 12: Global Rice Snacks Sales Forecast by Region (2026-2032) & (K Ton)

Table 13: Global Rice Snacks Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Rice Snacks Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Rice Snacks Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Rice Snacks Sales Analysis by Type (2020-2025) & (K Ton)

Table 17: Global Rice Snacks Sales Analysis Forecast by Type (2026-2032) & (K Ton)

Table 18: Global Rice Snacks Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Rice Snacks Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Rice Snacks Sales Analysis by Application (2020-2025) & (K Ton)

Table 21: Global Rice Snacks Sales Analysis Forecast by Application (2026-2032) & (K Ton)

Table 22: Key Rice Snacks Players in North America

Table 23: North America Rice Snacks Sales by Type (2020-2025) & (K Ton)

Table 24: North America Rice Snacks Sales by Type (2026-2032) & (K Ton)

Table 25: North America Rice Snacks Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Rice Snacks Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Rice Snacks Sales by Application (2020-2025) & (K Ton)

Table 28: North America Rice Snacks Sales by Application (2026-2032) & (K Ton)

Table 29: North America Rice Snacks Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Rice Snacks Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Rice Snacks Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Rice Snacks Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Rice Snacks Sales Market Size by Country (2020-2025) & (K Ton)

Table 34: North America Rice Snacks Sales Market Size by Country (2026-2032) & (K Ton)

Table 35: Key Rice Snacks Players in Europe

Table 36: Europe Rice Snacks Sales by Type (2020-2025) & (K Ton)

Table 37: Europe Rice Snacks Sales by Type (2026-2032) & (K Ton)

Table 38: Europe Rice Snacks Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Rice Snacks Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Rice Snacks Sales by Application (2020-2025) & (K Ton)

Table 41: Europe Rice Snacks Sales by Application (2026-2032) & (K Ton)

Table 42: Europe Rice Snacks Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Rice Snacks Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Rice Snacks Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Rice Snacks Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Rice Snacks Sales Market Size by Country (2020-2025) & (K Ton)

Table 47: Europe Rice Snacks Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 48: Key Rice Snacks Players in China

Table 49: China Rice Snacks Sales by Type (2020-2025) & (K Ton)

Table 50: China Rice Snacks Sales by Type (2026-2032) & (K Ton)

Table 51: China Rice Snacks Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Rice Snacks Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Rice Snacks Sales by Application (2020-2025) & (K Ton)

Table 54: China Rice Snacks Sales by Application (2026-2032) & (K Ton)

Table 55: China Rice Snacks Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Rice Snacks Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Rice Snacks Players in APAC (excl. China)

Table 58: APAC (excl. China) Rice Snacks Sales by Type (2020-2025) & (K Ton)

Table 59: APAC (excl. China) Rice Snacks Sales by Type (2026-2032) & (K Ton)

Table 60: APAC (excl. China) Rice Snacks Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Rice Snacks Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Rice Snacks Sales by Application (2020-2025) & (K Ton)

Table 63: APAC (excl. China) Rice Snacks Sales by Application (2026-2032) & (K Ton)

Table 64: APAC (excl. China) Rice Snacks Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Rice Snacks Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Rice Snacks Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Rice Snacks Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Rice Snacks Sales Market Size by Country (2020-2025) & (K Ton)

Table 69: APAC (excl. China) Rice Snacks Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 70: Key Rice Snacks Players in Latin America

Table 71: Latin America Rice Snacks Sales by Type (2020-2025) & (K Ton)

Table 72: Latin America Rice Snacks Sales by Type (2026-2032) & (K Ton)

Table 73: Latin America Rice Snacks Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Rice Snacks Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Rice Snacks Sales by Application (2020-2025) & (K Ton)

Table 76: Latin America Rice Snacks Sales by Application (2026-2032) & (K Ton)

Table 77: Latin America Rice Snacks Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Rice Snacks Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Rice Snacks Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Rice Snacks Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Rice Snacks Sales Market Size by Country (2020-2025) & (K Ton)

Table 82: Latin America Rice Snacks Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 83: Key Rice Snacks Players in Middle East & Africa

Table 84: Middle East & Africa Rice Snacks Sales by Type (2020-2025) & (K Ton)

Table 85: Middle East & Africa Rice Snacks Sales by Type (2026-2032) & (K Ton)

Table 86: Middle East & Africa Rice Snacks Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Rice Snacks Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Rice Snacks Sales by Application (2020-2025) & (K Ton)

Table 89: Middle East & Africa Rice Snacks Sales by Application (2026-2032) & (K Ton)

Table 90: Middle East & Africa Rice Snacks Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Rice Snacks Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Rice Snacks Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Rice Snacks Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Rice Snacks Sales Market Size by Country (2020-2025) & (K Ton)

Table 95: Middle East & Africa Rice Snacks Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 96: Global Rice Snacks Market Sales by Key Manufacturers (2021-2025) & (K Ton)

Table 97: Global Rice Snacks Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Rice Snacks Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Rice Snacks Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Ton)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Kameda Seika Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Kameda Seika Rice Snacks Product Portfolio

Table 105: Kameda Seika Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 106: Sanko Seika Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Sanko Seika Rice Snacks Product Portfolio

Table 108: Sanko Seika Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price

(USD/Ton), Gross Margin and Market Share (2021-2025)

Table 109: Iwatsuka Confectionery Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Iwatsuka Confectionery Rice Snacks Product Portfolio

Table 111: Iwatsuka Confectionery Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 112: Mochikichi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Mochikichi Rice Snacks Product Portfolio

Table 114: Mochikichi Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 115: Kuriyamabeika(Befco) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Kuriyamabeika(Befco) Rice Snacks Product Portfolio

Table 117: Kuriyamabeika(Befco) Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 118: Bourbon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Bourbon Rice Snacks Product Portfolio

Table 120: Bourbon Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 121: BonChi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: BonChi Rice Snacks Product Portfolio

Table 123: BonChi Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 124: TH Foods Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: TH Foods Rice Snacks Product Portfolio

Table 126: TH Foods Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 127: Ogurasansou Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Ogurasansou Rice Snacks Product Portfolio

Table 129: Ogurasansou Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 130: Echigoseika Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Echigoseika Rice Snacks Product Portfolio

Table 132: Echigoseika Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 133: Want Want Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Want Want Rice Snacks Product Portfolio

Table 135: Want Want Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 136: UNCLE POP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: UNCLE POP Rice Snacks Product Portfolio

Table 138: UNCLE POP Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 139: Miduoqi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Miduoqi Rice Snacks Product Portfolio

Table 141: Miduoqi Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 142: COFCO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: COFCO Rice Snacks Product Portfolio

Table 144: COFCO Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 145: Xiaowangzi Food Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Xiaowangzi Food Rice Snacks Product Portfolio

Table 147: Xiaowangzi Food Rice Snacks Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 148: Upstream Key Raw Material Price List

Table 149: Rice Snacks Raw Material Suppliers and Contact Information

Table 150: Rice Snacks Typical Customer List

Table 151: Rice Snacks Distributors List

## List Of Figures

### LIST OF FIGURES

Figure 1: Rice Snacks Product Pictures

Figure 2: Glutinous Rice Base Picture Scope

Figure 3: Non-Glutinous Rice Base Picture Scope

Figure 4: Supermarkets and Hypermarkets Picture Scope

Figure 5: Independent Retailers Picture Scope

Figure 6: Convenience Stores Picture Scope

Figure 7: Online Retailers Picture Scope

Figure 8: Global Rice Snacks Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 9: Global Rice Snacks Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 10: Global Rice Snacks Market Sales and Growth Rate Analysis (2020-2032) & (K Ton)

Figure 11: Global Rice Snacks Market Price Trend Analysis (2020-2032) & (USD/Ton)

Figure 12: Global Rice Snacks Market Size by Region (2020-2032) & (US\$ Million)

Figure 13: Global Rice Snacks Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 14: Global Rice Snacks Sales Price by Region (2020-2032) & (K Ton)

Figure 15: North America Rice Snacks Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 16: North America Rice Snacks Revenue Market Share by Players in 2024

Figure 17: North America Rice Snacks Sales Market Share by Type (2020-2032)

Figure 18: North America Rice Snacks Revenue Market Share by Type (2020-2032)

Figure 19: North America Rice Snacks Sales Market Share by Application (2020-2032)

Figure 20: North America Rice Snacks Revenue Market Share by Application (2020-2032)

Figure 21: US Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 22: Canada Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 23: Europe Rice Snacks Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 24: Europe Rice Snacks Revenue Market Share by Players in 2024

Figure 25: Europe Rice Snacks Sales Market Share by Type (2020-2032)

Figure 26: Europe Rice Snacks Revenue Market Share by Type (2020-2032)

Figure 27: Europe Rice Snacks Sales Market Share by Application (2020-2032)

Figure 28: Europe Rice Snacks Revenue Market Share by Application (2020-2032)

Figure 29:Germany Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 30:France Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 31:United Kingdom Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 32:Italy Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 33:Spain Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 34:Benelux Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 35:China Rice Snacks Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 36:China Rice Snacks Revenue Market Share by Players in 2024

Figure 37:China Rice Snacks Sales Market Share by Type (2020-2032)

Figure 38:China Rice Snacks Revenue Market Share by Type (2020-2032)

Figure 39:China Rice Snacks Sales Market Share by Application (2020-2032)

Figure 40:China Rice Snacks Revenue Market Share by Application (2020-2032)

Figure 41:APAC (excl. China) Rice Snacks Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 42:APAC (excl. China) Rice Snacks Revenue Market Share by Players in 2024

Figure 43:APAC (excl. China) Rice Snacks Sales Market Share by Type (2020-2032)

Figure 44:APAC (excl. China) Rice Snacks Revenue Market Share by Type (2020-2032)

Figure 45:APAC (excl. China) Rice Snacks Sales Market Share by Application (2020-2032)

Figure 46:APAC (excl. China) Rice Snacks Revenue Market Share by Application (2020-2032)

Figure 47:Japan Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 48:South Korea Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 49:India Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 50:Australia Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 51:Southeast Asia Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 52:Latin America Rice Snacks Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 53:Latin America Rice Snacks Revenue Market Share by Players in 2024

Figure 54:Latin America Rice Snacks Sales Market Share by Type (2020-2032)

Figure 55:Latin America Rice Snacks Revenue Market Share by Type (2020-2032)

Figure 56:Latin America Rice Snacks Sales Market Share by Application (2020-2032)

Figure 57:Latin America Rice Snacks Revenue Market Share by Application (2020-2032)

Figure 58:Mexico Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 59:Brazil Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 60:Middle East & Africa Rice Snacks Market Size and Growth Rate (2020-2032)

& (US\$ Million)

Figure 61: Middle East & Africa Rice Snacks Revenue Market Share by Players in 2024

Figure 62: Middle East & Africa Rice Snacks Sales Market Share by Type (2020-2032)

Figure 63: Middle East & Africa Rice Snacks Revenue Market Share by Type (2020-2032)

Figure 64: Middle East & Africa Rice Snacks Sales Market Share by Application (2020-2032)

Figure 65: Middle East & Africa Rice Snacks Revenue Market Share by Application (2020-2032)

Figure 66: Saudi Arabia Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 67: South Africa Rice Snacks Revenue (2020-2032) & (US\$ Million)

Figure 68: Global Rice Snacks Sales Market Share by Key Manufacturers in 2024

Figure 69: Global Rice Snacks Revenue Market Share by Key Manufacturers in 2024

Figure 70: Global Rice Snacks Industry Competition Landscape

Figure 71: Rice Snacks Industry Chain Analysis

Figure 72: Bottom-Up and Top-Down Research Methods

Figure 73: Key Interview Objectives

Figure 74: Data Cross Validation

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