

# Global Packaged Rice Snacks Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Packaged Rice Snacks market size was valued at USD 6682.5 million in 2023 and is forecast to a readjusted size of USD 8146.9 million by 2030 with a CAGR of 2.9% during review period.

The snacks where the primary ingredients are rice or rice dough is considered as a rice snack. Various rice snacks include rice cakes, rice crisps, rice biscuits, etc.

Asia-Pacific is the largest Rice Snacks market with about 86% market share. North America is follower, accounting for about 6% market share. The key manufacturers are Kameda Seika, Sanko Seika, Iwatsuka Confectionery, Mochikichi, Kuriyamabeika (Befco), Bourbon, TH Foods, BonChi, Ogurasansou, Echigoseika, Want Want, UNCLE POP, Miduoqi, COFCO, Xiaowangzi Food etc. Top 3 companies occupied about 26% market share.

The Global Info Research report includes an overview of the development of the Packaged Rice Snacks industry chain, the market status of Supermarkets and Hypermarkets (Rice Cakes, Rice Crisps), Independent Retailers (Rice Cakes, Rice Crisps), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Packaged Rice Snacks.

Regionally, the report analyzes the Packaged Rice Snacks markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Packaged Rice Snacks market, with robust domestic demand, supportive

policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Packaged Rice Snacks market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Packaged Rice Snacks industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Rice Cakes, Rice Crisps).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Packaged Rice Snacks market.

**Regional Analysis:** The report involves examining the Packaged Rice Snacks market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Packaged Rice Snacks market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Packaged Rice Snacks:

**Company Analysis:** Report covers individual Packaged Rice Snacks manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Packaged Rice Snacks This may involve surveys, interviews, and

analysis of consumer reviews and feedback from different by Application (Supermarkets and Hypermarkets, Independent Retailers).

**Technology Analysis:** Report covers specific technologies relevant to Packaged Rice Snacks. It assesses the current state, advancements, and potential future developments in Packaged Rice Snacks areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Packaged Rice Snacks market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Packaged Rice Snacks market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Rice Cakes

Rice Crisps

Rice Biscuits

Other

### Market segment by Application

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

## Online Retailers

### Major players covered

Kameda Seika

Lundberg

Mars

PepsiCo

Ricegrowers (SunRice)

Sanorice

### Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Packaged Rice Snacks product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Packaged Rice Snacks, with price, sales,

revenue and global market share of Packaged Rice Snacks from 2019 to 2024.

Chapter 3, the Packaged Rice Snacks competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Packaged Rice Snacks breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Packaged Rice Snacks market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Packaged Rice Snacks.

Chapter 14 and 15, to describe Packaged Rice Snacks sales channel, distributors, customers, research findings and conclusion.

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