

# Global Rice Cracker 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 Rice Cracker market size was valued at USD 6746.6 million in 2023 and is forecast to a readjusted size of USD 8225 million by 2030 with a CAGR of 2.9% during review period.

Rice crackers, a type of Japanese baked snack that uses rice as the main raw material.

The global well-known brands in Rice Cracker include Kameda Seika(14.43%), Sanko Seika(8.66%), Iwatsuka Confectionery(3.45%), Mochikichi(3.65%), Kuriyamabeika(Befco)(3.19%), Bourbon(0.87%), BonChi(1.82%), Ogurasansou(1.57%), Echigoseika(0.94%), Want Want(13.75%), UNCLE POP(0.39%), Miduoqi(0.85%), COFCO(0.94%), Xiaowangzi Food(0.20%), ONEONE (Thien Ha Corp)(1.24%), Orion(1.57%), Kanom Sakol(0.18%), Namchao(1.08%), Oishi(0.57%), Xiaoshuaicai(0.28%) and Others(40.38%).

In terms of types, Rice Cracker can be divided into Non-Glutinous Rice Base and Glutinous Rice Base.

The application area of Rice Cracker include Electrical and Electronics, Automotive Industry, Public Utilities, Communication Industry and Others.

On basis of geography, Rice Cracker is manufactured in North America, Japan, Korea, Southeast Asia.

The Global Info Research report includes an overview of the development of the Rice Cracker industry chain, the market status of Supermarkets and Hypermarkets (Non-Glutinous Rice Base, Glutinous Rice Base), Independent Retailers (Non-Glutinous Rice

Base, Glutinous Rice Base), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Rice Cracker.

Regionally, the report analyzes the Rice Cracker 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 Rice Cracker market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Rice Cracker 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 Rice Cracker 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., Non-Glutinous Rice Base, Glutinous Rice Base).

**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 Rice Cracker market.

**Regional Analysis:** The report involves examining the Rice Cracker 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 Rice Cracker market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Rice Cracker:

**Company Analysis:** Report covers individual Rice Cracker 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 Rice Cracker. 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 Rice Cracker. It assesses the current state, advancements, and potential future developments in Rice Cracker areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Rice Cracker 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

Rice Cracker 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

Non-Glutinous Rice Base

Glutinous Rice Base

### Market segment by Application

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

Others

#### Major players covered

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

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 Rice Cracker product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Rice Cracker, with price, sales, revenue and global market share of Rice Cracker from 2019 to 2024.

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

Chapter 4, the Rice Cracker 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 Rice Cracker 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 Rice Cracker.

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

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