

Low GI Rice Market Size, Share & Trends Analysis Report By Distribution Channel (Hypermarket & Supermarket, Online Retail), By Region (North America, Europe, APAC, Central & South America, MEA), And Segment Forecasts, 2020 - 2027

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Abstracts

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Low GI Rice Market Growth & Trends

The global low GI rice market size is expected to reach USD 4.60 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 4.9% from 2020 to 2027. The growing diabetic population across the globe is a crucial factor for market growth. Moreover, shifting consumer preferences towards healthy food products for a healthy lifestyle are expected to open new opportunities for the market over the forecast period.

The Glycemic Index (GI) of rice or any food is a relative ranking based on the rise of glucose level in the blood within two hours after consuming food. The increasing prevalence of various chronic diseases, such as diabetes, cardiovascular diseases, and blood pressure, is fueling the demand for low GI rice and other food products. Moreover, fluctuating diet patterns, negligible physical activity, and junk food dependence increase the diabetic population across the globe.

Asia Pacific was the largest regional market for low GI rice, accounting for a share of more than 50.0% in 2019. The diabetic population in the region is continuously rising in some of the major economies and highly populated nations, such as India. For instance, according to the International Diabetes Federation, the global diabetes prevalence in 2019 was 9.3% (463 million people), which is likely to rise to 10.2% (578 million) by

2030 and 10.9% (700 million) by 2045. Such prevalence of the disease is propelling the demand for low GI food products, especially rice.

Low GI Rice Market Report Highlights

The increasing prevalence of chronic diseases, such as diabetes, obesity, and cardiovascular diseases, among the working-class and old age populations, is a key factor for the industry growth

The online retail segment was the largest distribution channel with a share of more than 55.0% in 2019. The low GI food products, especially rice, have limited product visibility and the market is also in a nascent stage. Hence, manufacturers in the market are targeting customers through social media, e-commerce websites, and other digital advertisement agencies

The hypermarket and supermarket distribution channel segment is anticipated to be the fastest-growing segment with a CAGR of 5.3% from 2020 to 2027. With the increasing demand for diabetic food, customers across the globe are increasingly adopting low GI food products, especially rice

The Asia Pacific was the largest regional market, accounting for a share of more than 50.0% in 2019. China and India are the two largest populated nations as well as the largest producers of rice in the world.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

CHAPTER 3. LOW GI RICE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power
 - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Low GI Rice Market
- 3.7. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Distribution channel Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. LOW GI RICE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 5.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 5.2. Hypermarket & Supermarket
 - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Online Retail
 - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.4. Others
 - 5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 6. LOW GI RICE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 6.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 6.2. North America
 - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 6.2.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
 - 6.2.3. The U.S.
 - 6.2.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 6.2.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
- 6.3. Europe
 - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 6.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.3.3. The U.K.

6.3.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.3.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.3.4. Germany

6.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.3.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.3.5. France

6.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.3.5.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.4. The Asia Pacific

6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.4.3. Australia

6.4.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.4.4. India

6.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.5. Central & South America

6.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.5.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.5.3. Brazil

6.5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.5.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.6. Middle East & Africa (MEA)

6.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.6.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

CHAPTER 7. COMPETITIVE ANALYSIS

- 7.1. Key global players, recent developments & their impact on the industry
- 7.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
- 7.3. Vendor Landscape
 - 7.3.1. Key company market share analysis, 2019

CHAPTER 8. COMPANY PROFILES

- 8.1. Ricegrowers Limited
 - 8.1.1. Company Overview
 - 8.1.2. Financial Performance
 - 8.1.3. Technology Benchmarking
 - 8.1.4. Strategic Initiatives
- 8.2. Nestiva Green LLP
 - 8.2.1. Company Overview
 - 8.2.2. Financial Performance
 - 8.2.3. Technology Benchmarking
 - 8.2.4. Strategic Initiatives
- 8.3. Chaman Lal Setia Exports Ltd.
 - 8.3.1. Company Overview
 - 8.3.2. Financial Performance
 - 8.3.3. Technology Benchmarking
 - 8.3.4. Strategic Initiatives
- 8.4. SDLG Radiant Private Limited
 - 8.4.1. Company Overview
 - 8.4.2. Financial Performance
 - 8.4.3. Technology Benchmarking
 - 8.4.4. Strategic Initiatives
- 8.5. Sugar Watchers
 - 8.5.1. Company Overview
 - 8.5.2. Financial Performance
 - 8.5.3. Technology Benchmarking
 - 8.5.4. Strategic Initiatives
- 8.6. First Choice Foods Pvt. Ltd.
 - 8.6.1. Company Overview
 - 8.6.2. Financial Performance
 - 8.6.3. Technology Benchmarking
 - 8.6.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Low GI rice - Key market driver analysis
2. Low GI rice - Key market restraint analysis
3. Global low GI rice market estimates and forecast, by hypermarket & supermarket, 2016 - 2027 (USD Million)
4. Global low GI rice market estimates and forecast, by online retail, 2016 - 2027 (USD Million)
5. Global low GI rice market estimates and forecast, by others, 2016 - 2027 (USD Million)
6. North America low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
7. North America low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
8. U.S. low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
9. U.S. low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
10. Europe low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
11. Europe low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
12. U.K. low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
13. U.K. low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
14. Germany low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
15. Germany low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
16. France low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
17. France low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
18. Asia Pacific low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
19. Asia Pacific low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
20. Australia low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
21. Australia low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
22. India low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
23. India low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

- 24. Central & South America low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
- 25. Central & South America low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
- 26. Brazil low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
- 27. Brazil low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
- 28. The Middle East & Africa Low GI rice market estimates and forecast, 2016 - 2027 (USD Million)
- 29. The Middle East & Africa low GI rice market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
- 30. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Low GI rice market snapshot
2. Low GI rice market segmentation & scope
3. Low GI rice market penetration & growth prospect mapping
4. Low GI rice value chain analysis
5. Low GI rice market dynamics
6. Low GI rice market Porter's analysis
7. Low GI rice market: Distribution channel movement analysis
8. Low GI rice market: Regional movement analysis

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