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U.S. Rice-based Products Market Size, Share & Trends Analysis Report By Product (Processed Rice Products, RTE/RTC Rice Products), By Distribution Channel (Foodservice, Wholesale), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

U.S. Rice-based Products Market Report Summary

The U.S. rice-based products market size was valued at USD 10.3 billion in 2025 and is projected to grow from USD 10.7 billion in 2026 to USD 14.5 billion by 2033, at a CAGR of 4.4% from 2026 to 2033. Growth is supported by expanding multicultural consumption, increasing demand for convenient and ready-to-eat products, and broader use of rice in processed foods and foodservice.

While conventional rice remains a mature staple, incremental growth is increasingly being generated through specialty varieties, new consumption occasions, value-added formats, and rice-derived ingredients. The U.S. rice-based products industry is driven by consumer demand for convenient meal solutions that deliver taste, nutritional value, and consistent product quality. Purchasing decisions are influenced by flavor profiles, ingredient composition, formulation, and ease of preparation, prompting manufacturers to balance convenience with sensory appeal and nutritional attributes. Growing demand for ready-to-eat (RTE) and ready-to-cook (RTC) products is encouraging the development of packaged rice meals that cater to busy lifestyles and diverse dietary preferences. In April 2026, Riviana Foods introduced Success Boil-in-Bag Sticky Rice in the U.S., adding restaurant-style sticky rice to its RTC portfolio. The product initially rolled out through select retailers in the Eastern U.S. before planned nationwide distribution.

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Product innovation is a key trend shaping the market, with manufacturers expanding their portfolios to include flavored rice, microwaveable meals, frozen rice bowls, and combinations featuring vegetables, legumes, and protein ingredients. Increasing consumer attention to ingredient transparency and nutritional composition is also creating opportunities for clean-label products. Furthermore, advancements in food processing and packaging technologies are helping manufacturers improve product shelf life, maintain quality, and simplify preparation. The expansion of online grocery platforms is complementing traditional retail distribution by improving product accessibility and offering consumers greater purchasing flexibility. In January 2026, Tate's Bake Shop introduced two new U.S. gluten-free cookie varieties made with rice flour, including double chocolate chip and oatmeal raisin, with both products becoming available through U.S. retailers.

U.S. Rice-based Products Market Report Segmentation

This report forecasts revenue & volume growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. rice-based products market report based on product, distribution channel, and region:

Product Outlook (Volume, Kilo Tons; Revenue, USD Million/Billion, 2021 - 2033)

Processed Rice Products

Traditional Rice Products

Rice Flakes

Puffed Rice

Packaged Processed Products

Rice Noodles

Rice Pasta

Rice Cakes

Rice Snacks

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Rice-based Breakfast Cereals

Other Packaged Processed Products

Sweeteners & Syrups

Brown Rice Syrup

Rice Maltodextrin

Rice Glucose

Rice Flour

Rice Starch

Rice Protein

Rice Bran Oil

Seeds & Seedlings

Rice By-products

RTE/RTC Rice Products

RTE Rice Meals

RTC Rice

Frozen Rice Meals

Distribution Channel Outlook (Volume, Kilo Tons; Revenue, USD Million/Billion, 2021 - 2033)

Industrial / Food Processing

Wholesale

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- Foodservice
- Household/Retail
- Hypermarkets & Supermarkets
- Convenience Stores
- Traditional Grocery Stores
- Online
- Amazon
- Walmart
- Other Online Channels
- Other Household/Retail Channels

Regional Outlook (Volume, Kilo Tons; Revenue, USD Million/Billion, 2021 - 2033)

- Northeast
- Southeast
- Southwest
- West
- Midwest

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