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U.S. Rice Market Size, Share & Trends Analysis Report By Type (Long Grain, Medium Grain), By Distribution Channel (Foodservice, Wholesale), By Region (Northeast, Southeast, Southwest) And Segment Forecasts, 2026 - 2033

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Abstracts

U.S. Rice Market Report Summary

The U.S. rice market size was valued at USD 9.4 billion in 2025 and is projected to grow from USD 9.7 billion in 2026 to USD 12.3 billion by 2033, at a CAGR of 3.4% from 2026 to 2033. Western U.S. dominated the market, accounting for a revenue share of 25.4% in 2025. U.S. is well-positioned due to strong household consumption, established retail and foodservice demand, and rice's role across diverse cuisines.

Within the segment, demand is increasingly shifting toward aromatic and specialty varieties, particularly jasmine, basmati, sushi/Japonica, and other differentiated rice. More than 60% of U.S. rice imports comprise aromatic varieties, indicating strong domestic demand for varieties that are not fully substituted by U.S. production. The U.S. rice industry produces approximately 20 billion pounds of rice annually across 2.8 million acres, with 5,563 rice farmers operating primarily through family-owned farms. Production is concentrated in six major rice-producing states, Arkansas, California, Louisiana, Mississippi, Missouri, and Texas, and is largely centered in four regions: the Arkansas Grand Prairie, Mississippi Delta, Gulf Coast, and Sacramento Valley of California. The Southern states primarily produce long-grain rice, while California specializes predominantly in medium- and short-grain varieties.

The rice segment includes long-grain, medium-grain, short-grain, specialty-grain, and organic & SRP rice, each serving different consumer and business needs. Long grain

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rice is widely preferred for its versatility and firm texture, while medium and short grain varieties are used in dishes where a softer or stickier texture is desired. Specialty grains, such as aromatic and colored rice, are gaining attention among consumers seeking greater variety and distinctive culinary experiences. Organic and SRP rice are also becoming more relevant as consumers and retailers place greater emphasis on sustainable farming, responsible sourcing, and product quality.

The rice is seeing greater interest in aromatic varieties, as well as broader use of rice in global cuisines and everyday household and foodservice meals. USDA reports that more than 60% of U.S. rice imports are aromatic varieties, mainly jasmine from Thailand and basmati from India and Pakistan, with imports expected to continue increasing. In 2026, U.S. Rice reported that jasmine rice was one of the fastest-growing rice varieties in the domestic market; 85% of U.S. consumers were aware of jasmine rice, while restaurant-menu mentions increased 24% over the previous year.

At the same time, supply conditions are influencing the raw rice market. Foodservice operators are also expanding rice into new meal occasions and menu formats. In 2025, USA Rice's Rice & Shine K-12 contest featured breakfast applications such as Breakfast Baked Rice, Rice Pudding Parfait, and Breakfast Fried Rice, while Fuzzy's Taco Shop promoted U.S.-grown rice through burritos and rice bowls across its restaurant network. These trends are strengthening demand for differentiated dry-rice offerings, particularly aromatic and long-grain varieties, while the continued use of rice across household meals, restaurants, and globally inspired cuisines supports consumption across multiple applications.

U.S. Rice Market Report Segmentation

This report forecasts revenue growth at the regional levels 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 market report on the basis of type, distribution channel, and region.

Type Outlook (Volume, Kilo Tons; Revenue, USD Billion, 2021 - 2033)

Long Grain

Medium Grain

Short Grain

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Specialty Grain

Jasmine

Basmati

Sushi

Other Specialty Grain Rice

Organic & SRP Rice

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

Industrial / Food Processing

Wholesale

Foodservice

Household/Retail

Hypermarkets & Supermarkets

Convenience Stores

Traditional Grocery Stores

Online

Amazon

Walmart

Other Online Channels

Other Household/Retail Channels

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

Northeast

Southeast

Southwest

West

Midwest

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