

# India Packaged Rice Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The India packaged rice market size reached 11.7 Million Tons in 2022. Looking forward, IMARC Group expects the market to reach 16.2 Million Tons by 2028, exhibiting a growth rate (CAGR) of 5.9% during 2023-2028. The increasing adoption of advanced technology and machinery in rice processing, growing consumer consciousness regarding food safety and quality, and increasing number of lucrative export opportunities represent some of the key factors driving the market.

Packaged rice refers to rice that has been cleaned, processed, and packaged for sale and is considered as a popular food item in many parts of the world. It is usually produced in large quantities and sold in various sizes and grades and the packaging can be in the form of bags, boxes, or containers, depending on the manufacturer. Packaging process involves cleaning and processing the rice to remove the outer hull, bran, and germ layers, leaving only the starchy endosperm, resulting in grains that are usually long and slender, with a white or brownish color. This process results in a longer shelf life and reduces the need for washing before cooking. Packaged rice serves several functions, including convenience, as it requires no washing or soaking before cooking and versatility, as it can be used in a wide range of dishes. In addition to this, it is a good source of fiber, carbohydrates, and essential vitamins and minerals. Its long shelf life, affordability and consistency make it an ideal choice for many dishes.

### India Packaged Rice Market Trends:

The market in India is primarily driven by the increasing adoption of advanced

technology and machinery in rice processing, leading to the development of high-quality packaged rice. In line with this, the shifting consumer preference towards convenient food products is providing an impetus to the demand for packaged rice. Moreover, the growing consumer consciousness regarding food safety and quality resulting in an augmented demand for high-grade packaged rice with sleek grains, unique aroma and taste. Besides this, the increasing number of retailers offering different varieties of packaged rice via both online and offline distribution channels is impacting the market positively. The market is further fueled by the increasing demand for packaged rice in international markets, resulting in lucrative export opportunities for India packaged rice manufacturers. Apart from this, the implementation of several initiatives by the government of India to support the agricultural sector are providing a boost to the rice production and processing, which, in turn, is driving the market. Furthermore, numerous strategies adopted by key players, such as mergers and acquisitions (M&As), partnerships and collaborations to enhance their geographical presence are also creating a positive market outlook. Some of the other factors contributing to the market include rapid urbanization, increasing product premiumization, inflating disposable income levels resulting in higher purchase power, growing health consciousness among consumers, and extensive research and development (R&D) activities.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India packaged rice market report, along with forecasts at the country and regional levels from 2023-2028. Our report has categorized the market based on product type, packaging, pack size and distribution channel.

#### Product Type Insights:

Parboiled Rice

Basmati Rice

The report has provided a detailed breakup and analysis of the packaged rice market based on the product type. This includes parboiled and basmati rice. According to the report, parboiled represented the largest segment.

#### Packaging Insights:

Pouches

Woven Bags  
Others

The report has provided a detailed breakup and analysis of the packaged rice market based on the packaging. This includes pouches, woven bags, and others. According to the report, pouches represented the largest segment.

Pack Size Insights:

5 Kilograms  
1 Kilogram  
Others

The report has provided a detailed breakup and analysis of the packaged rice market based on the pack size. This includes 5 kilograms, 1 kilogram, and others. According to the report, 5 kilograms represented the largest segment.

Distribution Channel Insights:

General Trade: Convenience Stores/Kirana Stores  
Modern Trade: Supermarkets/Hypermarkets/Specialty Stores  
Online and E-Commerce  
Others

A detailed breakup and analysis of the packaged rice market based on the distribution channel has also been provided in the report. This includes general trade (convenience stores/kirana stores), modern trade (supermarkets/hypermarkets/specialty stores), online and e-commerce, and others. According to the report, general trade (convenience stores/kirana stores) accounted for the largest market share.

Regional Insights:

North India  
West and Central India  
South India  
East India

The report has also provided a comprehensive analysis of all the major regional markets, which include North India, West and Central India, South India, and East India.

According to the report, East India was the largest market for packaged rice. Some of the factors driving the East India packaged rice market included the inflating disposable income levels, shifting consumer preference towards convenient food products, increasing number of retailers offering different varieties of packaged rice, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India packaged rice market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Adani Wilmar Ltd., Aeroplane Rice Ltd., Amira Nature Foods Ltd., Baba Naga Agro Pvt. Ltd., Balashree Foods Pvt. Ltd., Chaman Lal Setia Exports Ltd., Future Consumer Limited, Kohinor Speciality Foods India Private Limited (McCormick & Company, Inc.), KRBL Limited, LalQilla (Amar Singh Chawal Wala), LT Foods, Patanjali Ayurved Limited, Shri Lal Mahal Group, Sriveda Sattva Pvt. Ltd., VSR Foods., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the India packaged rice market in 2022?
2. What is the expected growth rate of the India packaged rice market during 2023-2028?
3. What has been the impact of COVID-19 on the India packaged rice market?
4. What are the key factors driving the India packaged rice market?
5. What is the breakup of the India packaged rice market based on the product type?
6. What is the breakup of the India packaged rice market based on the packaging?
7. What is the breakup of the India packaged rice market based on the pack size?
8. What is the breakup of the India packaged rice market based on the distribution channel?
9. What are the key regions in the India packaged rice market?
10. Who are the key players/companies in the India packaged rice market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 INDIA PACKAGED RICE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Parboiled Rice
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Basmati Rice
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY PACKAGING**

### 7.1 Pouches

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 Woven Bags

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

### 7.3 Others

#### 7.3.1 Market Trends

#### 7.3.2 Market Forecast

## **8 MARKET BREAKUP BY PACK SIZE**

### 8.1 5 Kilograms

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 1 Kilogram

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

### 8.3 Others

#### 8.3.1 Market Trends

#### 8.3.2 Market Forecast

## **9 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 9.1 General Trade: Convenience Stores/Kirana Stores

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Modern Trade: Supermarkets/Hypermarkets/Specialty Stores

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 Online and E-Commerce

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 Others

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

### 10.1 North India

- 10.1.1 Market Trends
- 10.1.2 Market Breakup by State
- 10.1.3 Market Forecast

### 10.2 West and Central India

- 10.2.1 Market Trends
- 10.2.2 Market Breakup by State
- 10.2.3 Market Forecast

### 10.3 South India

- 10.3.1 Market Trends
- 10.3.2 Market Breakup by State
- 10.3.3 Market Forecast

### 10.4 East India

- 10.4.1 Market Trends
- 10.4.2 Market Breakup by State
- 10.4.3 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Strengths
- 11.1 Weakness
- 11.3 Opportunities
- 11.4 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

## **14 PRICING AND MARGIN ANALYSIS**

- 14.1 Analysis of Price Offered by Major Players With Their SKUs
- 14.2 Margins at Various Levels of Supply Chain
- 14.3 Pricing Strategy at Entry Level

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure

## 15.2 Key Players

### 15.3 Business and Marketing Strategies

### 15.4 Key Players Profiles

#### 15.4.1 Adani Wilmar Ltd.

##### 15.4.1.1 Company Overview

##### 15.4.1.2 Product Portfolio

##### 15.4.1.3 Financials

#### 15.4.2 Aeroplane Rice Ltd.

##### 15.4.2.1 Company Overview

##### 15.4.2.2 Product Portfolio

#### 15.4.3 Amira Pure Foods Private Limited

##### 15.4.3.1 Company Overview

##### 15.4.3.2 Product Portfolio

#### 15.4.4 Baba Naga Agro Pvt. Ltd.

##### 15.4.4.1 Company Overview

##### 15.4.4.2 Product Portfolio

#### 15.4.5 Balashree Foods Pvt. Ltd.

##### 15.4.5.1 Company Overview

##### 15.4.5.2 Product Portfolio

#### 15.4.6 Chaman Lal Setia Exports Ltd.

##### 15.4.6.1 Company Overview

##### 15.4.6.2 Product Portfolio

##### 15.4.6.3 Financials

#### 15.4.7 Future Consumer Limited

##### 15.4.7.1 Company Overview

##### 15.4.7.2 Product Portfolio

##### 15.4.7.3 Financials

##### 15.4.7.4 SWOT Analysis

#### 15.4.8 Kohinoor Speciality Foods India Private Limited (McCormick & Company, Inc.)

##### 15.4.8.1 Company Overview

##### 15.4.8.2 Product Portfolio

#### 15.4.9 KRBL Limited

##### 15.4.9.1 Company Overview

##### 15.4.9.2 Product Portfolio

##### 15.4.9.3 Financials

#### 15.4.10 LalQilla (Amar Singh Chawal Wala)

##### 15.4.10.1 Company Overview

##### 15.4.10.2 Product Portfolio

#### 15.4.11 LT Foods



- 15.4.11.1 Company Overview
- 15.4.11.2 Product Portfolio
- 15.4.11.3 Financials
- 15.4.12 Patanjali Ayurved Limited
  - 15.4.12.1 Company Overview
  - 15.4.12.2 Product Portfolio
  - 15.4.12.3 Financials
- 15.4.13 Shri Lal Mahal Group
  - 15.4.13.1 Company Overview
  - 15.4.13.2 Product Portfolio
- 15.4.14 Sriveda Sattva Pvt. Ltd.
  - 15.4.14.1 Company Overview
  - 15.4.14.2 Product Portfolio
- 15.4.15 VSR Foods
  - 15.4.15.1 Company Overview
  - 15.4.15.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: India: Packaged Rice Market: Key Industry Highlights, 2022 and 2028

Table 2: India: Packaged Rice Market Forecast: Breakup by Product Type (in '000 Tons), 2023-2028

Table 3: India: Packaged Rice Market Forecast: Breakup by Packaging (in '000 Tons), 2023-2028

Table 4: India: Packaged Rice Market Forecast: Breakup by Pack Size (in '000 Tons), 2023-2028

Table 5: India: Packaged Rice Market Forecast: Breakup by Distribution Channel (in '000 Tons), 2023-2028

Table 6: India: Packaged Rice Market Forecast: Breakup by Region (in '000 Tons), 2023-2028

Table 7: India: Packaged Rice Market: Competitive Structure

Table 8: India: Packaged Rice Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: India: Packaged Rice Market: Major Drivers and Challenges

Figure 2: India: Packaged Rice Market: Volume Trends (in Million Tons), 2017-2022

Figure 3: India: Packaged Rice Market Forecast: Volume Trends (in Million Tons), 2023-2028

Figure 4: India: Packaged Rice Market: Breakup by Product Type (in %), 2022

Figure 5: India: Packaged Rice Market: Breakup by Packaging (in %), 2022

Figure 6: India: Packaged Rice Market: Breakup by Pack Size (in %), 2022

Figure 7: India: Packaged Rice Market: Breakup by Distribution Channel (in %), 2022

Figure 8: India: Packaged Rice Market: Breakup by Region (in %), 2022

Figure 9: India: Packaged Rice Market (Parboiled Rice): Volume Trends (in '000 Tons), 2017-2022

Figure 10: India: Packaged Rice Market Forecast (Parboiled Rice): Volume Trends (in '000 Tons), 2023-2028

Figure 11: India: Packaged Rice Market (Basmati Rice): Volume Trends (in '000 Tons), 2017-2022

Figure 12: India: Packaged Rice Market Forecast (Basmati Rice): Volume Trends (in '000 Tons), 2023-2028

Figure 13: India: Packaged Rice Market (Pouches): Volume Trends (in '000 Tons), 2017-2022

Figure 14: India: Packaged Rice Market Forecast (Pouches): Volume Trends (in '000 Tons), 2023-2028

Figure 15: India: Packaged Rice Market (Woven Bags): Volume Trends (in '000 Tons), 2017-2022

Figure 16: India: Packaged Rice Market Forecast (Woven Bags): Volume Trends (in '000 Tons), 2023-2028

Figure 17: India: Packaged Rice Market (Other Packs): Volume Trends (in '000 Tons), 2017-2022

Figure 18: India: Packaged Rice Market Forecast (Other Packs): Volume Trends (in '000 Tons), 2023-2028

Figure 19: India: Packaged Rice Market (5 Kilograms): Volume Trends (in '000 Tons), 2017-2022

Figure 20: India: Packaged Rice Market Forecast (5 Kilograms): Volume Trends (in '000 Tons), 2023-2028

Figure 21: India: Packaged Rice Market (1 Kilogram): Volume Trends (in '000 Tons), 2017-2022

Figure 22: India: Packaged Rice Market Forecast (1 Kilogram): Volume Trends (in '000 Tons), 2023-2028

Figure 23: India: Packaged Rice Market (Other Pack Sizes): Volume Trends (in '000 Tons), 2017-2022

Figure 24: India: Packaged Rice Market Forecast (Other Pack Sizes): Volume Trends (in '000 Tons), 2023-2028

Figure 25: India: Packaged Rice Market (Sales Through General Trade: Convenience Stores/Kirana Stores): Volume Trends (in '000 Tons), 2017-2022

Figure 26: India: Packaged Rice Market Forecast (Sales Through General Trade: Convenience Stores/Kirana Stores): Volume Trends (in '000 Tons), 2023-2028

Figure 27: India: Packaged Rice Market (Sales Through Modern Trade: Supermarkets/Hypermarkets/Specialty Stores): Volume Trends (in '000 Tons), 2017-2022

Figure 28: India: Packaged Rice Market Forecast (Sales Through Modern Trade: Supermarkets/Hypermarkets/Specialty Stores): Volume Trends (in '000 Tons), 2023-2028

Figure 29: India: Packaged Rice Market (Sales Through Online and E-Commerce): Volume Trends (in '000 Tons), 2017-2022

Figure 30: India: Packaged Rice Market Forecast (Sales Through Online and E-Commerce): Volume Trends (in '000 Tons), 2023-2028

Figure 31: India: Packaged Rice Market (Sales Through Other Distribution Channels): Volume Trends (in '000 Tons), 2017-2022

Figure 32: India: Packaged Rice Market Forecast (Sales Through Other Distribution Channels): Volume Trends (in '000 Tons), 2023-2028

Figure 33: North India: Packaged Rice Market: Volume Trends (in '000 Tons), 2017-2022

Figure 34: North India: Packaged Rice Market: Breakup by State (in %), 2022

Figure 35: North India: Packaged Rice Market Forecast: Volume Trends (in '000 Tons), 2023-2028

Figure 36: West and Central India: Packaged Rice Market: Volume Trends (in '000 Tons), 2017-2022

Figure 37: West and Central India: Packaged Rice Market: Breakup by State (in %), 2022

Figure 38: West and Central India: Packaged Rice Market Forecast: Volume Trends (in '000 Tons), 2023-2028

Figure 39: South India: Packaged Rice Market: Volume Trends (in '000 Tons), 2017-2022

Figure 40: South India: Packaged Rice Market: Breakup by State (in %), 2022

Figure 41: South India: Packaged Rice Market Forecast: Volume Trends (in '000 Tons),

2023-2028

Figure 42: East India: Packaged Rice Market: Volume Trends (in '000 Tons),  
2017-2022

Figure 43: East India: Packaged Rice Market: Breakup by State (in %), 2022

Figure 44: East India: Packaged Rice Market Forecast: Volume Trends (in '000 Tons),  
2023-2028

Figure 45: India: Packaged Rice Industry: SWOT Analysis

Figure 46: India: Packaged Rice Industry: Value Chain Analysis

Figure 47: India: Packaged Rice Industry: Porters Five Forces Analysis

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