

Mexico Rice Market Report by Product Type (Regular, Aromatic), Type (Red Rice, Arborio Rice, Black Rice, Grain Fragrance Rice, Brown Rice, Rosematta Rice, Grain Parboiled Rice, Sushi Rice, and Others), Grain Size (Long Grain, Medium Grain, Short Grain), Distribution Channel (Offline Stores, Online Stores), Application (Food, Feed, and Others), and Region 2026-2034

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Abstracts

The Mexico rice market size reached 299.0 Thousand Tons in 2025 . Looking forward, IMARC Group expects the market to reach 388.2 Thousand Tons by 2034 , exhibiting a growth rate (CAGR) of 2.86 % during 2026-2034 . The market is driven by various factors, including the increasing consumer demand for rice and shifting dietary preferences, imposition of government policies and subsidies, rapid technological advancements in farming and processing, and the growing consumer interest in sustainable and ethically sourced products.

MEXICO RICE MARKET TRENDS:

Increasing Consumer Demand and Changing Dietary Preferences

The increasing consumer demand is a critical driver of the Mexican rice market. Rice is a staple food in many Mexican households, particularly in urban areas where it is a versatile ingredient in various traditional and contemporary dishes. Its consumption per capita reached 7.51 kg in 2021 in Mexico, according to industry reports. The increasing population and urbanization in Mexico are also leading to a higher demand for rice.

Moreover, there is a noticeable shift in dietary preferences as consumers opt for healthier and more convenient food options. The growing awareness of health benefits associated with rice consumption is contributing to the increased demand. Moreover, many consumers perceive rice, especially varieties like brown and whole grain rice, as a healthier alternative to other carbohydrates.

Imposition of Government Policies and Agricultural Subsidies

The implementation of government policies and subsidies plays a major role in shaping the market. The Mexican government has been providing various forms of support to the agricultural sector, including subsidies for seeds, fertilizers, and irrigation infrastructure, as well as price support and direct payments to farmers. For instance, in March 2022, the government of Mexico published an agreement with the operating rules of the Production for Welfare Programme. The objective of the program is to increase the productivity of small-and medium-scale farmers. It provides agricultural producers of specific crops with a subvention per hectare or producer. The support was granted to grains like rice, wheat, beans, and maize. Furthermore, Mexico's participation in international trade agreements, such as the United States-Mexico-Canada Agreement (USMCA), is positively influencing the market growth. These agreements include provisions that positively impact import tariffs, export quotas, and other trade-related factors that impact the availability and price of rice in the domestic market.

Rapid Technological Advancements in Rice Cultivation and Processing

The rising technological advancements in rice cultivation and processing are transforming the Mexican rice market by improving productivity and efficiency. Moreover, the rapid innovations in agricultural technology, such as precision farming, improved irrigation systems, and high-yield rice varieties, that enable farmers to increase their output and reduce production costs are fostering the market growth. Precision farming techniques utilize data analytics, global positioning system (GPS) technology, and remote sensing, allowing farmers to optimize resource use, manage pests and diseases more effectively, and improve crop yields. Moreover, advanced irrigation systems, such as drip and sprinkler irrigation, help conserve water and ensure that rice crops receive the necessary moisture, especially in regions prone to drought.

MEXICO RICE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the

market based on product type, type, grain size, distribution channel and application.

Product Type Insights:

Regular

Aromatic

The report has provided a detailed breakup and analysis of the market based on the product type. This includes regular and aromatic.

Type Insights:

Red Rice

Arborio Rice

Black Rice

Grain Fragrance Rice

Brown Rice

Rosematta Rice

Grain Parboiled Rice

Sushi Rice

Others

A detailed breakup and analysis of the market based on the type have also been provided in the report. This includes red rice, arborio rice, black rice, grain fragrance rice, brown rice, rosematta rice, grain parboiled rice, sushi rice, and others.

Grain Size Insights:

Long Grain

Medium Grain

Short Grain

The report has provided a detailed breakup and analysis of the market based on the grain size. This includes long grain, medium grain, and short grain.

Distribution Channel Insights:

Offline Stores

Online Stores

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes offline stores and online stores.

Application Insights:

Food

Feed

Others

The report has provided a detailed breakup and analysis of the market based on the application. This includes food, feed, and others.

Regional Insights:

Northern States

Central States

Southern States

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern States, Central States, and Southern States.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key 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.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico rice market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Mexico rice market?

What is the breakup of the Mexico rice market on the basis of product type?

What is the breakup of the Mexico rice market on the basis of type?

What is the breakup of the Mexico rice market on the basis of grain size?

What is the breakup of the Mexico rice market on the basis of distribution channel?

What is the breakup of the Mexico rice market on the basis of application?

What are the various stages in the value chain of the Mexico rice market?

What are the key driving factors and challenges in the Mexico rice?

What is the structure of the Mexico rice market and who are the key players?

What is the degree of competition in the Mexico rice market?

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