

# **2020-2025 Global Fortified Rice Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)**

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## **Abstracts**

Fortification is the practice of deliberately increasing the content of an essential micronutrient, i.e. vitamins and minerals (including trace elements) in a food, so as to improve the nutritional quality of the food supply and provide a public health benefit with minimal risk to health. Industrial fortification of rice with vitamins and minerals has been practised for many years in several countries throughout the world, where rice is a staple consumed regularly in the preparation of many common local dishes.

Micronutrient deficiencies of public health significance are widespread in most countries consuming high levels of rice; thus rice fortification has the potential to help aid vulnerable populations that are currently not reached by wheat or maize flour fortification programmes.

This report elaborates the market size, market characteristics, and market growth of the Fortified Rice industry, and breaks down according to the type, application, and consumption area of Fortified Rice. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Fortified Rice in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Fortified Rice market covered in Chapter 13:

REI Agro Ltd

Bunge Limited

The Rice 'n Spice Intl Ltd

General Mills, Inc.  
Henan Fangxin Yuanyang Rice Trading Marketing Co., Ltd.  
LT Foods  
Buhler AG  
Freedom Foods Group Limited  
Estraco Kft.  
East End Foods  
Kohinoor Specialty Foods India Private Ltd  
VSR Rice  
Uncle Bens (Mars, Incorporated)  
Cargill Incorporated.  
BASF SE  
Aroma Fields  
DSM  
Amira Nature Foods Ltd.  
REI Agro Ltd.  
Tilda Rice (Hain Celestial)  
Wilmar International Ltd  
KRBL Limited

In Chapter 6, on the basis of types, the Fortified Rice market from 2015 to 2025 is primarily split into:

Vitamins  
Minerals

In Chapter 7, on the basis of applications, the Fortified Rice market from 2015 to 2025 covers:

Commercial  
Residential

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States  
Europe  
China  
Japan  
India

Geographically, the detailed analysis of consumption, revenue, market share and

growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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