

# **Organic Rice Protein Market by Type (Isolates, Concentrates, Others), Application (Bakery & Confectionery, Meat analogues & Extenders, Sports & Energy Nutrition, Dairy Alternatives, Beverages, Others), Form, & by Region - Global Trends & Forecasts to 2021**

<https://marketpublishers.com/r/OBC5C7025E1EN.html>

Date: May 2016

Pages: 131

Price: US\$ 5,650.00 (Single User License)

ID: OBC5C7025E1EN

## **Abstracts**

The organic rice protein market is projected to reach USD 96.5 million by 2021. The organic rice protein market is projected to grow at a CAGR of 18.3% from 2016 to 2021. Increasing demand for protein functionalities, consumers' awareness with regard to the benefits of a healthy diet, and increasing preference of plant protein are the factors driving the growth of organic rice protein market. The market demand for non-allergen, lactose-free, and gluten-free products is growing due to increase in awareness about the food allergies and food intolerances among the consumers, which have resulted in an increase in demand of organic rice protein as they are non-allergen, lactose-free, and gluten-free source of protein. These factors provide new growth opportunities for the players in organic rice protein market.

“Sports & energy nutrition segment accounted for the largest market share”

The applications of organic rice protein include sports & energy nutrition, beverages, dairy alternatives, meat analogs & extenders, and others. The sports & energy nutrition segment accounted for the largest market share, followed by beverages in 2015. Organic rice protein is a substitute for soy and whey protein for vegan consumers and for consumers who prefer gluten-free and dairy-free products. Organic rice proteins have similar effects to whey protein and hence the sports & energy nutrition segment is projected to grow at a highest CAGR in the organic rice protein market.

"Europe is projected to be the fastest-growing region in the market"

European consumers are emphasizing more on healthier lifestyles and hence, protein product manufacturers are focusing on reducing consumer concerns related to allergies and safety issues. The increase in demand of organic food products by the population is fueling the market for organic rice protein in this region. Consumers in the European region prefer low-cost protein sources that can replace meat and dairy proteins, for which organic rice protein is the best option for such consumers; hence, the consumption of organic rice protein is projected to increase in the next five years.

Break-up of primaries, by the following:

By Company Type - Tier 1 – 35 %, Tier 2 – 25% and Tier 3 – 20%

By Designation – C level – 35%, Director level – 25%, Others – 40%

By Region – North America - 45%, Europe – 20%, APAC – 30%, RoW – 05%

Key market players such as Axiom Foods, Inc. (U.S.), AIDP, Inc. (U.S.), RiceBran Technologies (U.S.), Shaanxi Fuheng (FH) Biotechnology Co. Ltd. (China), and Shafi Fluco Chem (Pakistan) have been profiled in the report. Other players include Golden Grain Group Limited (China), Ribus, Inc. (U.S.), Top Health Ingredients, Inc. (Canada), Green Labs, LLC (U.S.), and Bioway (Xi'an) Organic Ingredients Co. Ltd. (China).

Reasons to buy this report:

To get an overview of the global organic rice protein market

To get an overview of the key players of organic rice protein industry and product portfolios and key strategies adopted by the key players to attain market presence

To gain insights of the major regions in which the organic rice protein market is growing

To gain knowledge of the growth of various segments

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