

Red Rice Market Forecasts to 2032 – Global Analysis By Product (Thai Red Cargo Rice, Bhutanese Red Rice, Camargue Red Rice and Other Products), Source, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Red Rice Market is accounted for \$3.6 billion in 2025 and is expected to reach \$5.2 billion by 2032 growing at a CAGR of 5.5% during the forecast period. Red rice is a type of whole grain rice that gets its rich reddish-brown color from its high anthocyanin content, a natural antioxidant. Unlike white rice, red rice is typically unhulled or partially hulled, meaning it retains its bran layer, making it more nutritious. It has a nutty flavor, chewy texture, and is rich in fiber, iron, magnesium, and various vitamins. Red rice is often considered a healthier alternative due to its low glycemic index and potential benefits for heart health and weight management.

Market Dynamics:

Driver:

Health and Nutritional Benefits

The health and nutritional benefits of red rice are significantly driving market growth. Rich in antioxidants, fiber, and essential minerals, red rice supports heart health, aids digestion, and helps manage weight and blood sugar levels. These attributes are increasingly attracting health-conscious consumers and individuals with dietary restrictions. Rising awareness about functional foods and clean-label products is further propelling demand. As consumers prioritize wellness and natural nutrition, red rice continues to gain popularity, boosting its presence across global health food markets.

Restraint:

Higher Price Compared to White Rice

The higher price of red rice compared to white rice poses a significant challenge to market growth. Cost-conscious consumers, particularly in developing regions, often opt for more affordable staple grains, limiting red rice's mainstream adoption. This price disparity reduces demand across low- and middle-income households, hindering wider market penetration. Additionally, budget constraints in institutional and bulk purchasing sectors further restrict the red rice market's expansion and competitiveness against conventional alternatives.

Opportunity:

Shorter Shelf Life and Storage Issues

The shorter shelf life and storage challenges of red rice are driving innovation and market growth by encouraging advancements in packaging, preservation technologies, and distribution systems. These issues have spurred investments in airtight and eco-friendly packaging solutions that enhance product longevity. Additionally, consumers' awareness of red rice's freshness and nutritional value has increased demand for locally sourced and freshly milled varieties. This dynamic fosters greater participation from regional producers, strengthens supply chains, and promotes sustainable practices, positively impacting the red rice market.

Threat:

Infrastructure & logistics limits

Infrastructure and logistics limitations have negatively impacted the Red Rice Market by causing delays in transportation, inconsistent supply chains, and increased distribution costs. Poor road connectivity, inadequate storage facilities, and lack of cold chain infrastructure hinder timely delivery and quality preservation. These challenges disrupt market access, especially in rural cultivation areas, restricting both domestic trade and export potential, ultimately affecting profitability and market growth of red rice producers and suppliers.

Covid-19 Impact

The Covid-19 pandemic disrupted the red rice market due to supply chain interruptions, labor shortages, and logistical constraints. However, rising health awareness during the pandemic boosted demand for nutritious food products like red rice, known for its high antioxidant and fiber content. E-commerce platforms played a crucial role in maintaining availability, helping the market partially recover. Overall, the crisis reshaped consumer preferences, encouraging healthier dietary habits and driving long-term market growth.

The cosmetics segment is expected to be the largest during the forecast period

The cosmetics segment is expected to account for the largest market share during the forecast period, due to rising demand for natural and organic ingredients in skincare and beauty products. Rich in antioxidants, anthocyanins, and anti-aging properties, red rice is increasingly being incorporated into cosmetic formulations. This trend is fueling product innovation and expanding red rice applications beyond food, attracting new consumer segments. The growing preference for clean-label beauty products is further boosting red rice demand, creating lucrative growth opportunities for market players.

The nutraceuticals segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the nutraceuticals segment is predicted to witness the highest growth rate, due to its rich nutritional profile, including antioxidants, fiber, and essential minerals. As consumer demand for functional foods rises, red rice is increasingly incorporated into health supplements and fortified products. Its role in managing cholesterol, aiding digestion, and supporting heart health aligns well with wellness trends. This growing interest in natural and therapeutic food options is boosting red rice consumption, expanding its application in the nutraceuticals industry worldwide.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to increasing health consciousness, rising demand for organic and functional foods, and the region's deep-rooted culinary use of traditional grains. Countries like India, China, and Thailand are promoting red rice as a healthier alternative to white rice, driving consumption. Government support for sustainable agriculture and growing awareness of red rice's nutritional benefits, such as high antioxidants and fiber content, are further propelling market expansion across the region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to rising consumer awareness of health and wellness. Increasing demand for nutrient-rich, whole-grain alternatives is propelling the popularity of red rice, known for its high antioxidant content and heart-health benefits. The region's expanding organic food industry and the growing adoption of plant-based diets further support market growth. Additionally, innovative product launches and retail expansion across the U.S. and Canada are enhancing consumer access and fueling market momentum.

Key players in the market

Some of the key players profiled in the Red Rice Market include Lotus Foods, Nature's Logic, Lundberg Family Farms, Twin Elephant, VeeTee Rice, Seeds of Change, Kohinoor Foods Ltd., Daawat Foods Ltd., Maharani Rice Mills, Riso Scotti S.p.A, Riceland Foods Inc., Foodsy Exports, SHR Foods, Global Rice Company and Exporter, SunFoods LLC, Tastic Rice (Tiger Brands), Matco Foods Limited, KRBL Limited, Pride India FMCG Ltd. and LT Foods Ltd.

Key Developments:

In March 2025, Matco Foods Limited, a prominent South Asian agribusiness based in Pakistan, has secured a PKR 750 million (approximately USD 2.62 million) three year financing agreement with Bank Alfalah to significantly enhance its corn starch production capabilities.

In March 2018, Matco Foods Limited entered into a strategic partnership with Beijing Meckey Engineering to install a state-of-the-art rice glucose plant with a capacity of 20,000 tpa. This move expanded the company's output capacity from 10,000 to 30,000 tpa for rice glucose and from 1,000 to 3,000 tpa for rice protein, complemented by a new spray-dryer unit for 2,000 tpa of maltodextrin positioning Matco to substitute imports and cater to health-conscious markets with non GM sweeteners.

Products Covered:

Thai Red Cargo Rice

Bhutanese Red Rice

Camargue Red Rice

Matta Rice

Ulikan

Other Products

Sources Covered:

Organic Red Rice

Conventional Red Rice

Distribution Channels Covered:

Supermarkets & Hypermarkets

Municipal Corporation Stores

Convenience Stores

Specialty Stores

Online Retail

Direct Sales

Applications Covered:

Culinary Uses

Processed Food

Functional Foods

Domestic

Animal Feed

Other Applications

End Users Covered:

Food & Beverage

Cosmetics

Nutraceuticals

Healthcare

Personal Care

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL RED RICE MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Thai Red Cargo Rice
- 5.3 Bhutanese Red Rice
- 5.4 Camargue Red Rice
- 5.5 Matta Rice
- 5.6 Ulikan
- 5.7 Other Products

6 GLOBAL RED RICE MARKET, BY SOURCE

- 6.1 Introduction
- 6.2 Organic Red Rice
- 6.3 Conventional Red Rice

7 GLOBAL RED RICE MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Supermarkets & Hypermarkets
- 7.3 Municipal Corporation Stores
- 7.4 Convenience Stores
- 7.5 Specialty Stores
- 7.6 Online Retail
- 7.7 Direct Sales

8 GLOBAL RED RICE MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Culinary Uses
- 8.3 Processed Food
- 8.4 Functional Foods
- 8.5 Nutraceuticals
- 8.6 Animal Feed
- 8.7 Other Applications

9 GLOBAL RED RICE MARKET, BY END USER

- 9.1 Introduction
- 9.2 Food & Beverage
- 9.3 Cosmetics
- 9.4 Domestic
- 9.5 Healthcare
- 9.6 Personal Care
- 9.7 Other End Users

10 GLOBAL RED RICE MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

12 COMPANY PROFILING

12.1 Lotus Foods

12.2 Nature's Logic

12.3 Lundberg Family Farms

12.4 Twin Elephant

12.5 VeeTee Rice

12.6 Seeds of Change

12.7 Kohinoor Foods Ltd.

12.8 Daawat Foods Ltd.

12.9 Maharani Rice Mills

12.10 Riso Scotti S.p.A

12.11 Riceland Foods Inc.

12.12 Foodsy Exports

12.13 SHR Foods

12.14 Global Rice Company and Exporter

12.15 SunFoods LLC

12.16 Tastic Rice (Tiger Brands)

12.17 Matco Foods Limited

12.18 KRBL Limited

12.19 Pride India FMCG Ltd.

12.20 LT Foods Ltd.

List Of Tables

LIST OF TABLES

- Table 1 Global Red Rice Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Red Rice Market Outlook, By Product (2024-2032) (\$MN)
- Table 3 Global Red Rice Market Outlook, By Thai Red Cargo Rice (2024-2032) (\$MN)
- Table 4 Global Red Rice Market Outlook, By Bhutanese Red Rice (2024-2032) (\$MN)
- Table 5 Global Red Rice Market Outlook, By Camargue Red Rice (2024-2032) (\$MN)
- Table 6 Global Red Rice Market Outlook, By Matta Rice (2024-2032) (\$MN)
- Table 7 Global Red Rice Market Outlook, By Ulikan (2024-2032) (\$MN)
- Table 8 Global Red Rice Market Outlook, By Other Products (2024-2032) (\$MN)
- Table 9 Global Red Rice Market Outlook, By Source (2024-2032) (\$MN)
- Table 10 Global Red Rice Market Outlook, By Organic Red Rice (2024-2032) (\$MN)
- Table 11 Global Red Rice Market Outlook, By Conventional Red Rice (2024-2032) (\$MN)
- Table 12 Global Red Rice Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 13 Global Red Rice Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)
- Table 14 Global Red Rice Market Outlook, By Municipal Corporation Stores (2024-2032) (\$MN)
- Table 15 Global Red Rice Market Outlook, By Convenience Stores (2024-2032) (\$MN)
- Table 16 Global Red Rice Market Outlook, By Specialty Stores (2024-2032) (\$MN)
- Table 17 Global Red Rice Market Outlook, By Online Retail (2024-2032) (\$MN)
- Table 18 Global Red Rice Market Outlook, By Direct Sales (2024-2032) (\$MN)
- Table 19 Global Red Rice Market Outlook, By Application (2024-2032) (\$MN)
- Table 20 Global Red Rice Market Outlook, By Culinary Uses (2024-2032) (\$MN)
- Table 21 Global Red Rice Market Outlook, By Processed Food (2024-2032) (\$MN)
- Table 22 Global Red Rice Market Outlook, By Functional Foods (2024-2032) (\$MN)
- Table 23 Global Red Rice Market Outlook, By Nutraceuticals (2024-2032) (\$MN)
- Table 24 Global Red Rice Market Outlook, By Animal Feed (2024-2032) (\$MN)
- Table 25 Global Red Rice Market Outlook, By Other Applications (2024-2032) (\$MN)
- Table 26 Global Red Rice Market Outlook, By End User (2024-2032) (\$MN)
- Table 27 Global Red Rice Market Outlook, By Food & Beverage (2024-2032) (\$MN)
- Table 28 Global Red Rice Market Outlook, By Cosmetics (2024-2032) (\$MN)
- Table 29 Global Red Rice Market Outlook, By Domestic (2024-2032) (\$MN)
- Table 30 Global Red Rice Market Outlook, By Healthcare (2024-2032) (\$MN)
- Table 31 Global Red Rice Market Outlook, By Personal Care (2024-2032) (\$MN)
- Table 32 Global Red Rice Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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