

Rice Market Forecasts to 2034 – Global Analysis By Product Type (Sushi Rice, Glutinous Rice, Arborio Rice, Red cargo Rice, Rosematta Rice, Wild Rice, Parboiled Rice, Bomba Rice and Other Product Types), Color, Aroma, Length, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/RB9A00C55FF3EN.html>

Date: May 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: RB9A00C55FF3EN

Abstracts

According to Statistics MRC, the Global Rice Market is accounted for \$356.3 billion in 2026 and is expected to reach \$502.6 billion by 2034 growing at a CAGR of 4.4% during the forecast period. Rice is a staple food for a large portion of the world's population, particularly in Asia. The rice market is influenced by various factors, including production, consumption, trade policies, weather conditions, and economic. Sustainable farming practices and technological innovations have been introduced to address environmental concerns and improve yields.

According to the Rice Exporters Association, Indian rice exports touched 20 million tons in 2021, including 16 million tons of non-Basmati rice.

Market Dynamics:

Driver:

Consumer preferences for specific rice varieties

Popular choices like basmati or jasmine rice create distinct market segments, impacting production, trade, and pricing. Agricultural practices adapt to meet demand, affecting global trade patterns. Premium varieties often command higher prices, influencing

economic opportunities for producers. Continuous innovation and marketing efforts cater to evolving preferences, while cultural influences contribute to the globalization of specific rice types. Navigating these preferences is crucial for stakeholders to ensure a resilient and responsive rice market that aligns with the diverse tastes of consumers worldwide.

Restraint:

Limited availability of arable land and water resources

Rice cultivation requires substantial water, and competition for water resources intensifies amid growing urbanization and industrial demands. As arable land diminishes, there is increased pressure to balance food production with environmental conservation. This scarcity impacts rice yields, production costs, and sustainability. However, the constrained resources underscore the need for innovative solutions and sustainable practices to ensure the resilience of the global rice market.

Opportunity:

Innovations in rice cultivation technologies

Advanced techniques, including precision farming, hybrid varieties, and mechanization, enhance productivity and resource efficiency. These innovations contribute to increased yields, reduced environmental impact, and improved resilience against climate challenges. The adoption of technology-driven practices not only benefits farmers but also strengthens global food security. Moreover, the efficiency gains positively influence market dynamics, ensuring a stable supply of rice and addressing the growing demand.

Threat:

Competition with other staple grains

Changing consumer preferences and dietary patterns impact market share, challenging rice's traditional dominance. The versatile nature of alternative grains poses a threat to rice cultivation space. Additionally, global demand for diverse grains shifts based on nutritional trends. Intense competition affects pricing and market equilibrium, compelling stakeholders in the rice industry to adapt strategies to maintain competitiveness hamper the market.

Covid-19 Impact

The COVID-19 pandemic has left an indelible mark on global society, profoundly impacting various sectors. The economic ramifications have been substantial, with widespread disruptions to businesses, supply chains, and employment. While vaccination efforts have provided a ray of hope, the pandemic's long-term effects on economies, mental health, and social norms underscore the need for continued global cooperation and adaptive strategies to navigate an evolving post-COVID landscape.

The sushi rice segment is expected to be the largest during the forecast period

The sushi rice segment is estimated to have a lucrative growth, because the demand for specific sushi rice varieties, characterized by their stickiness, texture, and ability to absorb flavors, has surged with the growing popularity of sushi worldwide. This trend has not only influenced consumer preferences but has also driven changes in rice cultivation practices. Producers are now adapting to cultivate short-grain and medium-grain rice varieties that meet the unique requirements of sushi preparation are encouraging the rice market growth.

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

The basmati rice segment is anticipated to witness the highest CAGR growth during the forecast period, basmati rice, renowned for its aromatic fragrance and long, slender grains, has a profound impact on the global rice market. Primarily cultivated in the foothills of the Himalayas in countries like India and Pakistan, Basmati's unique qualities contribute to its premium status. Its popularity has surged internationally, influencing market dynamics and trade patterns. As Basmati continues to carve a niche in the global market, its influence shapes trade, agricultural practices, and consumer preferences, creating a distinctive footprint in the broader rice market landscape.

Region with largest share:

Asia Pacific is projected to hold the largest market share during the forecast period as it is dominated by major producers such as China, India, Indonesia, Thailand, and Vietnam, the market encompasses diverse varieties including long-grain, medium-grain, and aromatic basmati rice. With rice being a dietary staple for a significant portion of the population, market dynamics are influenced by factors like climate conditions, government policies, and evolving consumer preferences. The Asia Pacific rice market

reflects the intricate interplay of tradition, innovation, and economic considerations, shaping the broader agricultural landscape in the region.

Region with highest CAGR:

North America is projected to have the highest CAGR over the forecast period, as particularly in states like Arkansas, California, Louisiana, Mississippi, Missouri, and Texas. The market is influenced by factors such as climate conditions, government policies, and technological advancements in farming practices. Imports from countries like Thailand and India contribute to the market's variety, catering to the multicultural palate of North America. Sustainability initiatives and organic rice farming are gaining traction as consumers become more conscious of their food choices are driving the growth of the market in this region.

Key players in the market

Some of the key players in the Rice Market include V.A.P Foods Ltd, General Mills, McCormick & Company, Rice Select, Ebro Foods, Riceland Foods Inc., Carolina Plantation Rice, Planet Rice, ITC, ConAgra Foods, Inc, KRBL Ltd, Uncle Ben's Brown Rice, LT Foods Ltd., Kohinor Foods Ltd., Adani Wilmar Limited, Aeroplane Rice Ltd., Shriram Food Industry Pvt. Ltd., Aashirvad International, Sri Sainath Industry Pvt. Ltd. And Gautam General Trading LLC

Key Developments:

In November 2023, Ebro Foods has been awarded the Lean & Green's 1st Star, for achieving a 20% reduction in its logistic processes emissions. The award ceremony took place during the VII Sustainable Logistics Day promoted by AECOC. Achieving this first star is an important

In November 2023, Reddi-wip, the iconic real cream whipped topping that's a dessert staple during the holidays and year-round, has partnered with Ugly Christmas Sweater on a new, limited-edition human and pet holiday sweater collection.

Product Types Covered:

Sushi Rice

Glutinous Rice

Arborio Rice

Red cargo Rice

Rosematta Rice

Wild Rice

Parboiled Rice

Bomba Rice

Other Product Types

Colors Covered:

Brown Rice

Red Rice

Black Rice

White Rice

Aromas Covered:

Jasmine Rice

Basmati Rice

Lengths Covered:

Long Grain

Medium Grain

Short Grain

Distribution Channels Covered:

Retail stores

Online

Specialty store

Supermarket

Hypermarket

Department store

Other Distribution Channels

End Users Covered:

Residential

Commercial

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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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

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