

# **Oryzenin Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Type (Isolates, Concentrates and Others), By Form (Dry and Liquid), By Function (Emulsifying, Texturing, Gelling and Foaming), By Application (Sports & Energy Nutrition, Beverages, Bakery & Confectionery, Meat Analogs & Extenders, Dairy Alternatives and Others) By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Oryzenin Market is projected to expand from a valuation of USD 293.31 Million in 2025 to USD 561.18 Million by 2031, registering a CAGR of 11.42%. As the principal glutelin protein fraction extracted from rice grains, oryzenin is prized in pharmaceutical and food sectors for its comprehensive amino acid profile and high digestibility. The market is primarily fueled by the growing necessity for gluten-free and hypoallergenic nutritional options, making rice protein a preferred substitute for soy or whey among sensitive consumer groups. Furthermore, the clean-label trend has hastened the integration of this ingredient into infant formulas and sports nutrition products. This commercial momentum is highlighted by the Plant Based Foods Association, which reported that in 2024, the plant-based protein liquids and powders category grew by 11% to achieve \$450 million in U.S. retail sales.

Nevertheless, the growth of the oryzenin sector is significantly hindered by the elevated costs involved in producing high-purity isolates. The complex processing required to remove carbohydrates and ensure a neutral flavor without compromising protein functionality leads to a higher final price compared to competitors like pea or soy protein. This economic disparity creates a substantial barrier to entry for mass-market

manufacturers who may prioritize cost-efficiency over the specific functional benefits of rice protein, thereby limiting its widespread adoption in price-sensitive formulated products.

## **Market Driver**

The increasing global adoption of vegan and plant-based lifestyles serves as a major catalyst for the Global Oryzenin Market, fundamentally altering ingredient procurement strategies within the food and beverage industry. As consumers place greater importance on ethical and sustainable nutrition, manufacturers are aggressively reformulating products to replace animal-derived proteins with neutral-tasting plant isolates. This shift is supported by a broad focus on macronutrients; the International Food Information Council noted in 2024 that 71% of Americans aimed to consume protein, signaling a robust demand for diverse protein sources that benefits rice-derived ingredients. The financial scale of this dietary evolution reinforces the market opportunity, as evidenced by the Good Food Institute's '2023 State of the Industry Report' from May 2024, which valued the U.S. retail plant-based foods market at \$8.1 billion.

A second critical driver is the expanding application of oryzenin in dietary supplements and sports nutrition, which broadens the market reach beyond simple allergen avoidance. Manufacturers are leveraging the ingredient's rich branched-chain amino acid profile and high digestibility to create performance-focused formulations for athletes seeking clean-label alternatives to casein or whey. This diversification is vital as the sports nutrition sector evolves from a niche bodybuilder demographic to a mass-market wellness audience. According to the Council for Responsible Nutrition's '2024 Consumer Survey' released in October 2024, sports nutrition supplement usage among U.S. adults rose to 45%, a surge that encourages formulators to incorporate rice protein into recovery powders and ready-to-drink shakes.

## **Market Challenge**

The Global Oryzenin Market faces significant constraints due to the high production costs inherent in manufacturing high-purity isolates. Unlike simpler plant proteins, oryzenin requires intricate fractionation processes to separate the protein from the dominant carbohydrate matrix and neutralize its distinct flavor profile. This extensive processing necessitates substantial energy and water consumption, driving up operational expenditures and resulting in a final market price that is consistently higher than established competitors such as soy or pea protein. This economic disparity

creates a formidable barrier to entry for mass-market manufacturers who often prioritize cost-efficiency over the specific functional benefits of rice-derived ingredients.

These cost pressures are further exacerbated by fluctuations in the availability of raw materials, which sustain elevated input prices for processors. For instance, the U.S. Department of Agriculture (USDA) revised its total U.S. rice production projection for the 2025/26 marketing year downward to 207.3 million hundredweight in 2025, representing a nearly 7% decline compared to the previous year. Such contractions in the primary supply chain reinforce the high-price barrier, effectively restricting oryzenin to niche premium segments and preventing its widespread integration into price-sensitive mainstream food and beverage formulations.

## **Market Trends**

The development of hydrolyzed oryzenin to improve solubility represents a major technological advancement designed to overcome the functional limitations of native rice proteins, specifically their poor dispersibility and gritty texture. Manufacturers are increasingly using enzymatic hydrolysis and advanced fractionation methods to create isolates with superior sensory profiles, thereby expanding their use in ready-to-drink formulations where a smooth mouthfeel is essential. This innovation also addresses critical safety standards regarding ingredient purity. For example, in February 2025, Axiom Foods introduced a next-generation rice protein isolate engineered with enhanced solubility and a grit-free texture, which achieved a reduced heavy metal specification of 0.05 parts per million to meet stringent regulatory limits.

Simultaneously, the proliferation of clean label and organic certified offerings is driving profound changes in upstream procurement, with a focus on sustainable agricultural practices and supply chain traceability. Suppliers are increasingly establishing direct partnerships with growers to secure certified raw materials that satisfy consumer demands for environmental stewardship and ethical transparency. This shift is compelling major ingredient producers to invest in verified sourcing programs that guarantee the integrity of their feedstock. Illustrating this commitment, Beneo launched a strategic collaboration in Vietnam in July 2025 to process at least 10,000 tonnes of SRP-certified rice, ensuring a consistent and traceable supply of high-quality protein ingredients for the global market.

## **Key Market Players**

Axiom Foods, Inc.

AIDP Inc.

RiceBran Technologies

Kerry Group plc

BENEO GmbH

Ribus, Inc.

Green Labs LLC

Golden Grain Group Limited

Shaanxi Fuheng Biotechnology Co., Ltd.

Bioway Organic Ingredients Co., Ltd.

## **Report Scope**

In this report, the Global Oryzenin Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Oryzenin Market, By Type

Isolates

Concentrates and Others

Oryzenin Market, By Form

Dry and Liquid

Oryzenin Market, By Function

Emulsifying

Texturing

Gelling and Foaming

Oryzenin Market, By Application

Sports & Energy Nutrition

Beverages

Bakery & Confectionery

Meat Analogs & Extenders

Dairy Alternatives and Others

Oryzenin Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Oryzenin Market.

## **Available Customizations:**

Global Oryzenin Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. GLOBAL ORYZENIN MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type (Isolates, Concentrates and Others)
  - 5.2.2. By Form (Dry and Liquid)
  - 5.2.3. By Function (Emulsifying, Texturing, Gelling and Foaming)
  - 5.2.4. By Application (Sports & Energy Nutrition, Beverages, Bakery & Confectionery,

Meat Analogs & Extenders, Dairy Alternatives and Others)

5.2.5. By Region

5.2.6. By Company (2025)

5.3. Market Map

## **6. NORTH AMERICA ORYZENIN MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Form

6.2.3. By Function

6.2.4. By Application

6.2.5. By Country

6.3. North America: Country Analysis

6.3.1. United States Oryzenin Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Type

6.3.1.2.2. By Form

6.3.1.2.3. By Function

6.3.1.2.4. By Application

6.3.2. Canada Oryzenin Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Type

6.3.2.2.2. By Form

6.3.2.2.3. By Function

6.3.2.2.4. By Application

6.3.3. Mexico Oryzenin Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Type

6.3.3.2.2. By Form

6.3.3.2.3. By Function

#### 6.3.3.2.4. By Application

## 7. EUROPE ORYZENIN MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Type

#### 7.2.2. By Form

#### 7.2.3. By Function

#### 7.2.4. By Application

#### 7.2.5. By Country

### 7.3. Europe: Country Analysis

#### 7.3.1. Germany Oryzenin Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By Type

###### 7.3.1.2.2. By Form

###### 7.3.1.2.3. By Function

###### 7.3.1.2.4. By Application

#### 7.3.2. France Oryzenin Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By Type

###### 7.3.2.2.2. By Form

###### 7.3.2.2.3. By Function

###### 7.3.2.2.4. By Application

#### 7.3.3. United Kingdom Oryzenin Market Outlook

##### 7.3.3.1. Market Size & Forecast

###### 7.3.3.1.1. By Value

##### 7.3.3.2. Market Share & Forecast

###### 7.3.3.2.1. By Type

###### 7.3.3.2.2. By Form

###### 7.3.3.2.3. By Function

###### 7.3.3.2.4. By Application

#### 7.3.4. Italy Oryzenin Market Outlook

##### 7.3.4.1. Market Size & Forecast

- 7.3.4.1.1. By Value
- 7.3.4.2. Market Share & Forecast
  - 7.3.4.2.1. By Type
  - 7.3.4.2.2. By Form
  - 7.3.4.2.3. By Function
  - 7.3.4.2.4. By Application
- 7.3.5. Spain Oryzenin Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Type
    - 7.3.5.2.2. By Form
    - 7.3.5.2.3. By Function
    - 7.3.5.2.4. By Application

## **8. ASIA PACIFIC ORYZENIN MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type
  - 8.2.2. By Form
  - 8.2.3. By Function
  - 8.2.4. By Application
  - 8.2.5. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Oryzenin Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Type
      - 8.3.1.2.2. By Form
      - 8.3.1.2.3. By Function
      - 8.3.1.2.4. By Application
  - 8.3.2. India Oryzenin Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Type

- 8.3.2.2.2. By Form
- 8.3.2.2.3. By Function
- 8.3.2.2.4. By Application
- 8.3.3. Japan Oryzenin Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Type
    - 8.3.3.2.2. By Form
    - 8.3.3.2.3. By Function
    - 8.3.3.2.4. By Application
- 8.3.4. South Korea Oryzenin Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Type
    - 8.3.4.2.2. By Form
    - 8.3.4.2.3. By Function
    - 8.3.4.2.4. By Application
- 8.3.5. Australia Oryzenin Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Type
    - 8.3.5.2.2. By Form
    - 8.3.5.2.3. By Function
    - 8.3.5.2.4. By Application

## **9. MIDDLE EAST & AFRICA ORYZENIN MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type
  - 9.2.2. By Form
  - 9.2.3. By Function
  - 9.2.4. By Application
  - 9.2.5. By Country
- 9.3. Middle East & Africa: Country Analysis

### 9.3.1. Saudi Arabia Oryzenin Market Outlook

#### 9.3.1.1. Market Size & Forecast

##### 9.3.1.1.1. By Value

#### 9.3.1.2. Market Share & Forecast

##### 9.3.1.2.1. By Type

##### 9.3.1.2.2. By Form

##### 9.3.1.2.3. By Function

##### 9.3.1.2.4. By Application

### 9.3.2. UAE Oryzenin Market Outlook

#### 9.3.2.1. Market Size & Forecast

##### 9.3.2.1.1. By Value

#### 9.3.2.2. Market Share & Forecast

##### 9.3.2.2.1. By Type

##### 9.3.2.2.2. By Form

##### 9.3.2.2.3. By Function

##### 9.3.2.2.4. By Application

### 9.3.3. South Africa Oryzenin Market Outlook

#### 9.3.3.1. Market Size & Forecast

##### 9.3.3.1.1. By Value

#### 9.3.3.2. Market Share & Forecast

##### 9.3.3.2.1. By Type

##### 9.3.3.2.2. By Form

##### 9.3.3.2.3. By Function

##### 9.3.3.2.4. By Application

## 10. SOUTH AMERICA ORYZENIN MARKET OUTLOOK

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Type

#### 10.2.2. By Form

#### 10.2.3. By Function

#### 10.2.4. By Application

#### 10.2.5. By Country

### 10.3. South America: Country Analysis

#### 10.3.1. Brazil Oryzenin Market Outlook

##### 10.3.1.1. Market Size & Forecast

##### 10.3.1.1.1. By Value

- 10.3.1.2. Market Share & Forecast
  - 10.3.1.2.1. By Type
  - 10.3.1.2.2. By Form
  - 10.3.1.2.3. By Function
  - 10.3.1.2.4. By Application
- 10.3.2. Colombia Oryzenin Market Outlook
  - 10.3.2.1. Market Size & Forecast
    - 10.3.2.1.1. By Value
  - 10.3.2.2. Market Share & Forecast
    - 10.3.2.2.1. By Type
    - 10.3.2.2.2. By Form
    - 10.3.2.2.3. By Function
    - 10.3.2.2.4. By Application
- 10.3.3. Argentina Oryzenin Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Type
    - 10.3.3.2.2. By Form
    - 10.3.3.2.3. By Function
    - 10.3.3.2.4. By Application

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL ORYZENIN MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Axiom Foods, Inc.
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel
  - 15.1.5. SWOT Analysis
- 15.2. AIDP Inc.
- 15.3. RiceBran Technologies
- 15.4. Kerry Group plc
- 15.5. BENEIO GmbH
- 15.6. Ribus, Inc.
- 15.7. Green Labs LLC
- 15.8. Golden Grain Group Limited
- 15.9. Shaanxi Fuheng Biotechnology Co., Ltd.
- 15.10. Bioway Organic Ingredients Co., Ltd.

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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