

South America Rice Noodles Market, By Product Type (Vermicelli, Stick, Wide, Others), By Distribution Channel (Online, Offline), By Country, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/SBC5AC5775AEEN.html>

Date: April 2025

Pages: 134

Price: US\$ 4,000.00 (Single User License)

ID: SBC5AC5775AEEN

Abstracts

The South America Rice Noodles Market was valued at USD 172.45 million in 2024 and is projected to reach USD 346.34 million by 2030, growing at a CAGR of 12.32% during the forecast period. This growth is fueled by increasing consumer demand for gluten-free and healthier food options. As dietary preferences evolve and health consciousness rises across the region, rice noodles have emerged as a favored alternative to wheat-based products. Their appeal is further enhanced by the rising influence of Asian cuisine in South American countries such as Brazil and Argentina. The market is also benefiting from urbanization, increased disposable income, and the rapid expansion of the foodservice sector. These factors are collectively driving greater consumption of rice noodles, particularly in convenient and ready-to-eat formats, making them a staple among modern South American consumers.

Key Market Drivers

Rising Demand for Gluten-Free and Health-Conscious Alternatives

Health-conscious eating habits and growing awareness of gluten intolerance are major drivers of rice noodle adoption across South America. Consumers are increasingly shifting toward gluten-free diets due to health conditions such as celiac disease or a general preference for lighter, less processed meals. Rice noodles, being naturally gluten-free and lower in fat and calories than traditional pasta, align well with these dietary needs. In Brazil, for instance, a significant portion of the population is reducing meat and processed food intake, further enhancing demand for plant-based, clean-label

products like rice noodles. As this shift toward natural and health-focused eating continues, rice noodles are gaining ground as a wholesome and versatile option in both retail and foodservice settings.

Key Market Challenges

Limited Awareness and Consumer Education

Despite growing interest in international cuisine, many consumers in South America remain unfamiliar with rice noodles, their preparation, and health benefits. Unlike traditional pasta, rice noodles lack cultural familiarity in the region, which can hinder mainstream acceptance. Competing with long-established wheat-based noodle products, rice noodles face challenges in establishing themselves in everyday diets. This lack of awareness also impacts consumer confidence and purchase intent. To overcome this barrier, targeted awareness campaigns and culinary education efforts are needed to introduce rice noodles as a convenient, nutritious, and adaptable food choice suitable for local dishes and modern dietary trends.

Key Market Trends

Rising Demand for Healthier and Gluten-Free Alternatives

The shift toward healthier eating is a defining trend in the South American rice noodles market. Gluten-free diets are growing in popularity not only among individuals with medical conditions but also among a broader population seeking cleaner and lighter food choices. Rice noodles, which are naturally gluten-free and often viewed as easy to digest and minimally processed, fit well within this trend. This health-driven demand is pushing brands to highlight their products' nutritional benefits and clean-label credentials, including “no additives,” “low fat,” and “all-natural.” As more consumers prioritize wellness in their food choices, rice noodles are becoming a preferred pantry staple across a widening demographic.

Key Market Players

Thai President Foods Public Company Limited

Nongshim Co., Ltd.

Toyoko Suisan Kaisha, Ltd.

Nasoya Foods USA, LLC

Nissin Foods Co., Ltd.

McCormick & Company, Inc.

Lotus Foods Inc.

Annie Chun's, Inc.

Embridge Foods, Inc.

Natural Earth Products Inc.

Report Scope:

In this report, the South America Rice Noodles Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

South America Rice Noodles Market, By Product Type:

Vermicelli

Stick

Wide

Others

South America Rice Noodles Market, By Distribution Channel:

Online

Offline

South America Rice Noodles Market, By Country:

Brazil

Argentina

Colombia

Rest of South America

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the South America Rice Noodles Market.

Available Customizations:

South America Rice Noodles 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. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

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 Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. SOUTH AMERICA RICE NOODLES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Vermicelli, Stick, Wide, Others)

5.2.2. By Distribution Channel (Online, Offline)

5.2.3. By Country

5.2.4. By Company (2024)

5.3. Market Map

6. BRAZIL RICE NOODLES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

7. ARGENTINA RICE NOODLES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Distribution Channel

8. COLOMBIA RICE NOODLES MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Distribution Channel

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

10.1. Merger & Acquisition (If Any)

10.2. Product Launches (If Any)

10.3. Recent Developments

11. PORTERS FIVE FORCES ANALYSIS

11.1. Competition in the Industry

11.2. Potential of New Entrants

11.3. Power of Suppliers

11.4. Power of Customers

11.5. Threat of Substitute Products

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

12.1.1. Thai President Foods Public Company Limited

12.1.1.1. Business Overview

12.1.1.2. Company Snapshot

12.1.1.3. Products & Services

12.1.1.4. Financials (As Per Availability)

12.1.1.5. Key Market Focus & Geographical Presence

12.1.1.6. Recent Developments

12.1.1.7. Key Management Personnel

12.1.2. Nongshim Co., Ltd.

12.1.3. Toyo Suisan Kaisha, Ltd.

12.1.4. Nasoya Foods USA, LLC

12.1.5. Nissin Foods Co., Ltd.

12.1.6. McCormick & Company, Inc.

12.1.7. Lotus Foods Inc.

12.1.8. Annie Chun's, Inc.

12.1.9. Embridge Foods, Inc.

12.1.10. Natural Earth Products Inc.

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

I would like to order

Product name: South America Rice Noodles Market, By Product Type (Vermicelli, Stick, Wide, Others), By Distribution Channel (Online, Offline), By Country, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/SBC5AC5775AEEN.html>

Price: US\$ 4,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SBC5AC5775AEEN.html>