

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

<https://marketpublishers.com/r/U9E30941E8D1EN.html>

Date: April 2025

Pages: 84

Price: US\$ 3,500.00 (Single User License)

ID: U9E30941E8D1EN

Abstracts

The United States Rice Noodles Market was valued at USD 642.12 million in 2024 and is projected to grow to USD 1,542.23 million by 2030, registering a CAGR of 15.72% during the forecast period. The market is expanding rapidly, driven by rising interest in Asian cuisine and a growing preference for gluten-free and plant-based foods. As dietary habits shift toward healthier and allergen-friendly alternatives, rice noodles have gained traction for their light texture and versatility in a variety of meals. The increasing demand for quick and easy meal options has also boosted the popularity of pre-cooked and instant rice noodles, especially among busy households. Additionally, broader product availability in supermarkets, specialty health food retailers, and online channels is accelerating consumer access and fueling overall market growth.

Key Market Drivers

Growing Demand for Asian Cuisine

The increasing popularity of Asian cuisine is a major factor driving growth in the United States rice noodles market. Dishes such as Pad Thai, Pho, and stir-fried noodles have become increasingly mainstream, spurred by the expansion of Asian restaurants, takeout services, and food delivery platforms. Cultural influences, including food festivals and global culinary trends, have also enhanced consumer awareness and appreciation for authentic Asian flavors. As American consumers explore diverse culinary experiences, rice noodles are increasingly viewed as a nutritious and flavorful base ingredient, gaining popularity in both traditional and fusion recipes. This surge in

demand has led to greater availability of rice noodles across foodservice establishments, grocery stores, and e-commerce platforms.

Key Market Trends

Rising Demand for Organic and Non-GMO Products

A prominent trend in the U.S. rice noodles market is the growing preference for organic and non-GMO options. Consumers are showing a marked shift toward clean-label and health-conscious food choices, favoring products made with natural ingredients and sustainable farming practices. In response, manufacturers are introducing rice noodles that are certified organic and free from genetically modified organisms, appealing to environmentally and ethically conscious buyers. These offerings often feature transparent labeling, sustainable packaging, and premium-quality ingredients, aligning with consumer values around wellness and environmental impact. As the demand for organic and minimally processed foods continues to rise, brands are increasingly positioning their rice noodle products to meet these evolving expectations, driving product innovation and differentiation in the market.

Key Market Players

Enbridge Inc

DDC Enterprise Ltd

Toyoko Suisan Kaisha Ltd

Nasoya Foods USA, LLC

Nissin Foods Co., Ltd.

McCormick & Company, Inc.

Lotus Foods Inc

Annie Chun's, Inc.

Enbridge Foods, Inc.

Natural Earth Products Inc.

Report Scope:

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

United States Rice Noodles Market, By Product Type:

Vermicelli

Stick

Wide

Others

United States Rice Noodles Market, By Distribution Channel:

Online

Offline

United States Rice Noodles Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United

United States Rice Noodles Market, By Product Type (Vermicelli, Stick, Wide, Others), By Distribution Channel...

States Rice Noodles Market.

Available Customizations:

United States 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).

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