

United States Rice Protein Market By Product Type (Isolates, Concentrates, etc.), By Application (Meat Extenders and Analogs, etc.), By Point of Sale (Drug Stores/Pharmacies, Hypermarkets/Supermarkets, etc.) Competition Forecast & Opportunities, 2022

<https://marketpublishers.com/r/UC534738C60EN.html>

Date: April 2017

Pages: 83

Price: US\$ 4,400.00 (Single User License)

ID: UC534738C60EN

Abstracts

Protein content present in rice is a suitable substitute over other vegan protein products, such as whey protein and soy protein. Usually, brown rice is treated with enzymes to separate carbohydrates from proteins, thereby giving protein isolate that can be used in various industrial and commercial applications, such as bakery, confectionary, beverages, or is mixed with flavors, which can be used in shakes and smoothies. United States rice protein market is a niche market, as demand for this product majorly arises from people consuming vegan dietary supplements. Nevertheless, growing customer awareness, increasing health consciousness and rapidly rising obesity rate in the US is fueling demand for rice protein.

According to “United States Rice Protein Market By Product Type, By Application, By Point of Sale, Competition Forecast & Opportunities, 2012-2022”, rice protein market in the US is forecast to exhibit a CAGR of over 17% during 2017–2022. United States rice protein market can be segmented on the basis of product type into concentrates, isolates and others rice proteins. Isolate rice protein dominated the rice protein market in the US in 2016, and the segment is anticipated to continue dominating the market through 2022. Sports & energy nutrition is the leading application segment for rice protein market in the country and this trend is anticipated to prevail throughout the forecast period. Changing customer lifestyle, rising demand for vegan dietary supplements and growing medical application of rice protein, coupled with innovative and aggressive marketing strategies being adopted by leading companies, such as Axiom Foods, Growing Naturals LLC, AIDP Inc., Ricebran Technologies and BioTech

USA is expected to boost US rice protein market through 2022. "United States Rice Protein Market By Product Type, By Application, By Point of Sale, Competition Forecast & Opportunities, 2012-2022" discusses the following aspects of the rice protein market in the United States:

US Rice Protein Market Size, Share & Forecast

Segmental Analysis - By Product Type (Isolates, Concentrates, Others), By Application (Sports & Energy Nutrition, Bakery Products, Dairy Alternative, Meat Extender and Analog), By Point of Sale (Drug Stores/Pharmacies, Hypermarkets/Supermarkets, Direct Selling, Departmental/Retail Stores, Internet/Online, Others)

Policy & Regulatory Landscape

Changing Market Trends & Emerging Opportunities

Competitive Landscape & Strategic Recommendations

WHY YOU SHOULD BUY THIS REPORT?

To gain an in-depth understanding of United States rice protein market

To identify the customer preference towards rice protein products

To help industry consultants, rice protein companies, distributors and other stakeholders align their market-centric strategies

To obtain research-based business decisions and add weight to presentations and marketing material

To gain competitive knowledge of leading market players

To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

REPORT METHODOLOGY

United States Rice Protein Market By Product Type (Isolates, Concentrates, etc.), By Application (Meat Extende...

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with pharmaceutical and functional food companies as well as industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.

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2. Growing Naturals LLC
3. AIDP Inc.
4. Ricebran Technologies
5. BioTech USA
6. The Green Labs LLC
7. Naked Nutrition
8. Sun Brothers LLC
9. NOW Foods
10. BI Nutraceuticals

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