

Asia Pacific Rice Flour Market Forecast to 2030 - Regional Analysis - by Type (White Rice Flour and Brown Rice Flour), Category (Organic and Conventional), and Application (Bakery and Confectionery; Beverages; Sweet and Savory Snacks; Baby Food; Breakfast Cereals; and Others)

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Abstracts

The Asia Pacific rice flour market is expected to grow from US\$ 453.89 million in 2023 to US\$ 626.43 million by 2030. It is estimated to grow at a CAGR of 4.7% from 2023 to 2030.

Increasing Popularity of Gluten-Free Products in Asia Pacific Rice Flour Market

The rising prevalence of celiac disease and unhealthy lifestyles is expected to boost the demand for gluten-free products, which in turn is surging the demand of rice flour in the food and beverage industry as rice flour is naturally gluten-free.

Rice flour acts as a substitute for wheat flour in gluten-free products. The consumption of healthy food products to prevent health disorders, such as heart disease, obesity, diabetes, chronic pulmonary disease, and metabolic syndrome, is expected to boost the demand for gluten-free products. As more individuals adopt a gluten-free diet to improve their lifestyle or due to their existing medical conditions, the manufacturers are expanding their product portfolio by launching gluten-free products which include the use of rice flour. Thus, the rising popularity of gluten-free products is expected to offer lucrative growth opportunities for the market.

Asia Pacific Rice Flour Market Overview

The Asia Pacific rice flour market is segmented into China, India, Australia, Japan, South Korea, and the Rest of Asia Pacific. The growing influence of Western culture on consumers is influencing their food consumption habits. The young population consumes breakfast and quick meals in the form of bread, cookies, biscuits, pancakes,

and other bakery products. Further, the demand for gluten-free bakery products is increasing as consumers are increasingly becoming health-conscious. Thus, the demand for rice flour is growing as it acts as a substitute.

In addition, governments of various countries in the Asia Pacific are taking various initiatives to develop wheat replacement solutions, thereby increasing the demand for rice flour. For instance, since April 2023, the government of South Korea has been working with 15 local food brands to develop more food products by using rice flour as a wheat replacement to enhance gluten-free food product options. These factors are anticipated to fuel the market growth in the region during the forecast period.

Moreover, India is one of the major rice-cultivating countries with a huge consumer base. The country benefits from favorable climatic conditions, enabling farmers to cultivate organic rice varieties without using harmful chemicals. Thus, the country's high production and consumption rate of rice flour is expected to fuel market growth in the region in the coming years.

Asia Pacific Rice Flour Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Rice Flour Market Segmentation

The Asia Pacific rice flour market is segmented into type, category, application, and country.

Based on type, the Asia Pacific rice flour market is segmented into white rice flour and brown rice flour. The white rice flour segment held a larger share of the Asia Pacific rice flour market in 2023.

Based on category, the Asia Pacific rice flour market is segmented into organic and conventional. The conventional segment held a larger share of the Asia Pacific rice flour market in 2023.

Based on application, the Asia Pacific rice flour market is segmented into bakery and confectionery, beverages, sweet and savory snacks, baby food, breakfast cereals, and others. The bakery and confectionery centers segment held the largest share of the Asia Pacific rice flour market in 2023.

Based on country, the Asia Pacific rice flour market is segmented into the Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific rice flour market in 2023.

Ebro Foods SA, Ingredion Inc, Kroner-Starke GmbH, Naturis SpA, and Archer-Daniels-Midland Co are some of the leading companies operating in the Asia Pacific rice flour market.

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