

# **Europe 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 Europe rice flour market is expected to grow from US\$ 270.30 million in 2023 to US\$ 392.95 million by 2030. It is estimated to grow at a CAGR of 5.5% from 2023 to 2030.

Strategic Initiatives by Key Market Players and Governments in Europe Rice Flour Market.

Rice flour manufacturers worldwide are investing significantly in strategic development initiatives such as product innovation, mergers & acquisitions, and business expansion to attract consumers and enhance their market position. In October 2021, Cargill launched a rice flour-based maltodextrin substitute, which can be used as a one-to-one replacement for maltodextrin and can also improve mouthfeel.

With the increasing awareness regarding the benefits of a gluten-free diet, consumers are adopting products with gluten-free ingredients. To cater to the demand from consumers, manufacturers are incorporating healthy and gluten-free ingredients into their products. Moreover, governments of various countries are taking significant initiatives to develop products with rice flour as a major ingredient. Thus, product launches and supportive initiatives by government bodies are influencing the growth of the rice flour market.

Europe Rice Flour Market Overview

The Europe rice flour market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The rising demand for comfort food among consumers due to

busy lifestyles is a key factor boosting the demand for rice flour, as it is a primary ingredient in various convenience food. Moreover, the shift in consumers' preferences toward processed food with nutritional benefits has led to the adoption of rice flour. It is a rich source of calcium and also prevents the buildup of fat and cholesterol in the liver. Thus, increasing health consciousness among consumers is expected to boost the demand for rice flour in Europe during the forecast period. According to the data published by the Association of European Coeliac Societies (AOECS), 1 in 100 people is estimated to suffer from coeliac disease in Europe. Furthermore, more than 7 million people are suffering from coeliac disease across the region, with only ~25% of those receiving a diagnosis. Thus, with the increasing incidence of coeliac disease, the demand for gluten-free ingredients such as rice flour is expected to rise in various food and beverage industries such as bakery and confectionery, sweet and savory snacks, etc. Further, there is an increasing demand for organic ingredients as consumers perceive organic products to be healthier than conventional ones. Therefore, manufacturers across the region are incorporating natural and certified organic ingredients in their products to fulfill consumer preferences, which is propelling the rice flour market growth in Europe.

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

Europe Rice Flour Market Segmentation

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

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

Based on application, the Europe 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 largest share of the Europe rice flour market in 2023.

Based on country, the Europe rice flour market is segmented into Germany, France, Italy, the UK, Russia, the Rest of Europe. The Rest of Europe dominated the Europe rice flour market in 2023.

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

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