

Middle East & Africa 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 Middle East & Africa rice flour market is expected to grow from US\$ 54.22 million in 2023 to US\$ 65.11 million by 2030. It is estimated to grow at a CAGR of 2.6% from 2023 to 2030.

Rise in Awareness Regarding Nutritional Benefits of Rice Flour Fuel the Middle East & Africa Rice Flour Market

Rice flour is a healthy ingredient used in many food products such as bakery and confectionery, sweet and savory snacks, beverages, and baby foods. It comes in three varieties—medium & short grain, long grain, and pre-gelatinized. Rice flour is high in vitamin C and rich in antioxidants required for skin repair. Based on type, the rice flour market is bifurcated into white rice and brown rice. Brown rice contains vitamin B, high protein content, and more fiber and antioxidants, whereas white rice is a rich source of empty calories. The nutritional benefits of sourced rice boost the demand for rice flour among various food & beverage manufacturers.

Choline, an essential nutrient for animals and humans, is found in rice flour. It aids in transporting cholesterol and triglycerides from the liver to the body. As a result, it has been linked to supporting liver health.

Rice flour is rich in calcium content—10 mg in every 100 g of rice flour helps keep bones healthy. Incorporating rice flour in food and beverages aids in maintaining human health. It helps maintain daily recommended intake levels when combined with other calcium-rich food, such as milk, cheese, tofu, and nuts. Hence, the increasing

awareness regarding the nutritional benefits of rice flour among consumers is driving the Middle East & Africa rice flour market.

Middle East & Africa Rice Flour Market Overview

The Middle East & Africa rice flour market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The region witnessed a shift in socio-economic conditions owing to rapid economic development and the high disposable income of people. Moreover, rapid urbanization, modern lifestyle, and increased spending capacity of consumers have changed their overall shopping habits and food consumption patterns. Further, the rising adoption of Western culture, especially among the young population, is influencing the consumption habits of consumers. There is an increasing preference and demand for convenience food products, such as bakery products and sweets & savory snacks, owing to their affordability and ease of consumption. Rice flour is a major ingredient in most convenience food as it acts as a healthy substitute for wheat flour. All these factors contribute to the growth of the rice flour market growth across the region.

Middle East & Africa Rice Flour Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Rice Flour Market Segmentation

The Middle East & Africa rice flour market is segmented into type, category, application, and country.

Based on type, the Middle East & Africa rice flour market is bifurcated into white rice flour and brown rice flour. The white rice flour segment held a larger share of the Middle East & Africa rice flour market in 2023.

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

Based on application, the Middle East & Africa 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 Middle East & Africa rice flour market in 2023.

Based on country, the Middle East & Africa rice flour market is segmented into the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa rice flour market in 2023.

Archer-Daniels-Midland Co, Ebro Foods SA, Ingredion Inc, and Naturis SpA are some of the leading companies operating in the Middle East & Africa rice flour market.

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