

North America 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 North America rice flour market is expected to grow from US\$ 302.47 million in 2023 to US\$ 480.72 million by 2030. It is estimated to grow at a CAGR of 6.8% from 2023 to 2030.

Increasing Popularity of Gluten-Free Products Fuel the North America 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. According to the Celiac Disease Foundation, in the 21st century, the incidence of celiac disease was higher among women and children than men. The incidence of celiac disease among women was 17.4 per 100,000 person-years, compared to 7.8 per 100,000 person-years among men. Celiac disease incidence among children was 21.3 per 100,000 person-years, compared to 12.9 per 100,000 person-years in adults. The research study from Celiac Disease Foundation shows that these incidence rates are increasing, with an average increase of 7.5% yearly over the past several decades. Thus, the increasing incidence of celiac disease has indirectly propelled the demand for rice flour.

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 North America rice flour market.

North America Rice Flour Market Overview

The North America rice flour market is categorized into the US, Canada, and Mexico. The bakery industry is one of the most significant industries in North America, as bakery products are considered a staple food. According to the American Bakers Association, the bakery industry in the US has an average annual turnover of US\$ 154 billion. Due to a hectic lifestyle and increasing preference for convenience food, the demand for cookies, cakes, pastries, muffins, and other bakery products is also rising. As the bakery industry is one of the major end users of rice flour, the market for rice flour is expected to grow in the coming years.

Moreover, in North America, consumers are increasingly adopting a gluten-free diet owing to the shift in food consumption trends and inclination toward a healthy lifestyle. Rice flour is majorly used as a substitute for wheat flour in gluten-free products, which can boost its demand among end-use industries in the coming years. Also, the favorable regulatory framework and initiatives by the Food and Drug Administration (FDA) to promote gluten-free diets and boost subsidy allocations are anticipated to fuel the rice flour market growth over the forecast period.

Further, manufacturers are investing in novel product development and launches to cater to the increasing demand among application industries. For instance, in November 2021, Cargill, Inc., a US-based company, launched a soluble rice flour, SimPure 92260, that exhibits similar taste, texture, and functionality as maltodextrin—an ingredient commonly used as a bulking agent and flavor carrier. Such product development by key market players is expected to drive market growth in the region during the forecast period.

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

North America Rice Flour Market Segmentation

The North America rice flour market is segmented into type, category, application, and country.

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

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

Based on application, the North America 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 North America rice flour market in 2023.

Based on country, the North America rice flour market is segmented into the US, Canada, and Mexico. The US dominated the North America rice flour market in 2023. Archer-Daniels-Midland Co, Ardent Mills LLC, Bay State Milling Co, Bob's Red Mill Natural Food Inc, Capitol Food Co, Ebro Foods SA, Gulf Pacific Rice Co Inc, Hometown Food Co, Ingredion Inc, Koda Farms Inc, Kroner-Starke GmbH, Naturis SpA, PGP International Inc, and Western Foods LLC are some of the leading companies operating in the North America rice flour market.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection:
 - 3.2.2 Primary Interviews:
 - 3.2.3 Hypothesis Formulation:
 - 3.2.4 Macro-economic Factor Analysis:
 - 3.2.5 Developing Base Number:
 - 3.2.6 Data Triangulation:
 - 3.2.7 Country Level Data:

4. NORTH AMERICA RICE FLOUR MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Intensity of Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Expert Opinion
- 4.4 Ecosystem Analysis
 - 4.4.1 Raw Materials
 - 4.4.2 Manufacturing Process
 - 4.4.2.1 Cleaning
 - 4.4.2.2 Husking
 - 4.4.2.3 Paddy Separation
 - 4.4.2.4 Milling

4.4.3 Distributors/Suppliers:

4.4.4 End Users

5. NORTH AMERICA RICE FLOUR MARKET - KEY MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Rise in Awareness Regarding Nutritional Benefits of Rice Flour

5.1.2 Strategic Initiatives by Key Market Players and Governments

5.2 Market Restraints

5.2.1 Fluctuating Prices

5.3 Market Opportunities

5.3.1 Increasing Popularity of Gluten-Free Products

5.4 Future Trends

5.4.1 Growing Demand for Organic Rice Flour

5.5 Impact Analysis of Drivers and Restraints

6. RICE FLOUR - NORTH AMERICA MARKET ANALYSIS

6.1 North America Rice Flour Market Overview

6.2 North America Rice Flour Market -Revenue and Forecast to 2030 (US\$ Million)

7. NORTH AMERICA RICE FLOUR MARKET ANALYSIS - BY TYPE

7.1 Overview

7.2 North America Rice Flour Market, By Type (2022 and 2030)

7.3 White Rice Flour

7.3.1 Overview

7.3.2 White Rice Flour: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

7.4 Brown Rice Flour

7.4.1 Overview

7.4.2 Brown Rice Flour: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

8. NORTH AMERICA RICE FLOUR MARKET ANALYSIS - BY CATEGORY

8.1 Overview

8.2 North America Rice Flour Market, By Category (2022 and 2030)

8.3 Organic

8.3.1 Overview

8.3.2 Organic: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

8.4 Conventional

8.4.1 Overview

8.4.2 Conventional: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

9. NORTH AMERICA RICE FLOUR MARKET ANALYSIS - BY APPLICATION

9.1 Overview

9.2 North America Rice Flour Market, By Application (2022 and 2030)

9.3 Bakery and Confectionery

9.3.1 Overview

9.3.2 Bakery and Confectionery: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

9.4 Beverages

9.4.1 Overview

9.4.2 Beverages: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

9.5 Sweet and Savory Snacks

9.5.1 Overview

9.5.2 Sweet and Savory Snacks: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

9.6 Baby Food

9.6.1 Overview

9.6.2 Baby Food: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

9.7 Breakfast Cereals

9.7.1 Overview

9.7.2 Breakfast Cereals: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

9.8 Others

9.8.1 Overview

9.8.2 Others: North America Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

10. NORTH AMERICA RICE FLOUR MARKET - COUNTRY ANALYSIS

10.1 Overview

10.1.1 North America: Rice Flour Market, by Key Country

10.1.1.1 US: Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

10.1.1.1.1 US: Rice Flour Market, By Type

10.1.1.1.2 US: Rice Flour Market, by Category

10.1.1.1.3 US: Rice Flour Market, by Application

10.1.1.2 Canada: Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

10.1.1.2.1 Canada: Rice Flour Market, By Type

10.1.1.2.2 Canada: Rice Flour Market, by Category

10.1.1.2.3 Canada: Rice Flour Market, by Application

10.1.1.3 Mexico: Rice Flour Market - Revenue and Forecast to 2030 (US\$ Million)

10.1.1.3.1 Mexico: Rice Flour Market, By Type

10.1.1.3.2 Mexico: Rice Flour Market, by Category

10.1.1.3.3 Mexico: Rice Flour Market, by Application

11. COMPANY PROFILES

11.1 PGP International Inc

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 Ebro Foods SA

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

11.2.6 Key Developments

11.3 Western Foods LLC

11.3.1 Key Facts

11.3.2 Business Description

11.3.3 Products and Services

11.3.4 Financial Overview

11.3.5 SWOT Analysis

11.3.6 Key Developments

11.4 Ingredion Inc

- 11.4.1 Key Facts
- 11.4.2 Business Description
- 11.4.3 Products and Services
- 11.4.4 Financial Overview
- 11.4.5 SWOT Analysis
- 11.4.6 Key Developments
- 11.5 Kroner-Starke GmbH
 - 11.5.1 Key Facts
 - 11.5.2 Business Description
 - 11.5.3 Products and Services
 - 11.5.4 Financial Overview
 - 11.5.5 SWOT Analysis
 - 11.5.6 Key Developments
- 11.6 Capitol Food Co
 - 11.6.1 Key Facts
 - 11.6.2 Business Description
 - 11.6.3 Products and Services
 - 11.6.4 Financial Overview
 - 11.6.5 SWOT Analysis
 - 11.6.6 Key Developments
- 11.7 Ardent Mills LLC
 - 11.7.1 Key Facts
 - 11.7.2 Business Description
 - 11.7.3 Products and Services
 - 11.7.4 Financial Overview
 - 11.7.5 SWOT Analysis
 - 11.7.6 Key Developments
- 11.8 Bay State Milling Co
 - 11.8.1 Key Facts
 - 11.8.2 Business Description
 - 11.8.3 Products and Services
 - 11.8.4 Financial Overview
 - 11.8.5 SWOT Analysis
 - 11.8.6 Key Developments
- 11.9 Bob's Red Mill Natural Foods Inc
 - 11.9.1 Key Facts
 - 11.9.2 Business Description
 - 11.9.3 Products and Services
 - 11.9.4 Financial Overview

- 11.9.5 SWOT Analysis
- 11.9.6 Key Developments
- 11.10 Gulf Pacific Rice Co Inc
 - 11.10.1 Key Facts
 - 11.10.2 Business Description
 - 11.10.3 Products and Services
 - 11.10.4 Financial Overview
 - 11.10.5 SWOT Analysis
 - 11.10.6 Key Developments
- 11.11 Naturis SpA
 - 11.11.1 Key Facts
 - 11.11.2 Business Description
 - 11.11.3 Products and Services
 - 11.11.4 Financial Overview
 - 11.11.5 SWOT Analysis
 - 11.11.6 Key Developments
- 11.12 Hometown Food Co
 - 11.12.1 Key Facts
 - 11.12.2 Business Description
 - 11.12.3 Products and Services
 - 11.12.4 Financial Overview
 - 11.12.5 SWOT Analysis
 - 11.12.6 Key Developments
- 11.13 Koda Farms Inc
 - 11.13.1 Key Facts
 - 11.13.2 Business Description
 - 11.13.3 Products and Services
 - 11.13.4 Financial Overview
 - 11.13.5 SWOT Analysis
 - 11.13.6 Key Developments
- 11.14 Archer-Daniels-Midland Co
 - 11.14.1 Key Facts
 - 11.14.2 Business Description
 - 11.14.3 Products and Services
 - 11.14.4 Financial Overview
 - 11.14.5 SWOT Analysis
 - 11.14.6 Key Developments

12. APPENDIX

12.1 About The Insight Partners

12.2 Word Index

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Product name: North America 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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