

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

https://marketpublishers.com/r/R9B0B31C3DD6EN.html

Date: July 2023 Pages: 169 Price: US\$ 4,550.00 (Single User License) ID: R9B0B31C3DD6EN

Abstracts

The rice flour market size is expected to grow from US\$ 1.10 billion in 2022 to US\$ 1.65 billion by 2030; it is estimated to register a CAGR of 5.3% from 2022 to 2030.

Rice flour is prepared by grinding the rice kernels into coarse and fine powder. Rice flour is used as a substitute to wheat flour as they are free from gluten. Rising health concerns among consumers and the growing requirement for a gluten-free diet is boosting the growth of rice flour market during the forecast period. Rice flour offers various health benefits including improved digestive track, boosts skeletal heath, helps wound healing, and beneficial for celiac patients. Rice flour is high in vitamin C and rich in antioxidants required for skin repair. 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.

The rice flour market is segmented into white rice flour and brown rice flour based on type. The brown flour segment is expected to register a higher CAGR during the forecast period. Unlike white rice flour, brown rice flour is made from whole-grain brown rice, retaining the bran and germ layers. As a result, brown rice flour contains higher levels of fibers, vitamins, minerals, and antioxidants than white rice flour. Increased awareness about the nutritional benefits of whole grains and the desire for healthier



food options drive the demand for brown rice flour. Brown rice is naturally glutenfree and can be used in gluten-free baking and cooking as an alternative to wheat flour. Additionally, there has been a growing interest in whole foods and minimally processed ingredients as part of a healthy lifestyle. Brown rice flour, a whole grain product, aligns with this trend, and consumers may prefer it as a more nutritious option than refined flour. Also, brown rice flour is free from common allergens such as wheat, soy, dairy, and nuts. This makes it suitable for individuals with multiple food allergies or sensitivities. Furthermore, brown rice flour can be used in various culinary applications, including bakery, cooking, and thickening sauces. It can add a nutty flavor and a denser texture to recipes, enhancing the taste profile of dishes. All these factors are bolstering the brown rice flour market growth.

In 2022, Asia Pacific region accounted for the largest share of the global rice flour market. 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 ricecultivating 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.

The key players operating in the global rice flour market include PGP International Inc, Ebro Foods SA, Western Foods LLC, Ingredion Inc, CAREMOLI SpA, BELOURTHE SA, Kroner-Starke GmbH, Capitol Food Co, Ardent Mills LLC, Bay State Milling Co, Bob's Red Mill Natural Foods Inc, Gulf Pacific Rice Co Inc, Naturis SpA, Hometown Food Co, Koda Farms Inc, Archer-Daniels-Midland Co. Players operating in the global rice flour market focus on providing high-quality products to fulfill customer demand. They also focus on strategies such as investments in research and development activities, new product launches, and expanding production capacities.



The overall global rice flour market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the rice flour market.



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