

# **South & Central 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 South & Central America rice flour market is expected to grow from US\$ 72.67 million in 2023 to US\$ 90.61 million by 2030. It is estimated to grow at a CAGR of 3.2% from 2023 to 2030.

**Rise in Awareness Regarding Nutritional Benefits of Rice Flour Fuel the South & Central America 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 market.

#### South & Central America Rice Flour Market Overview

The South & Central America rice flour market is segmented into Brazil, Argentina, and the Rest of South & Central America. Rice flour is increasingly utilized in beverages, bakery & confectionery, sweet & savory snacks, breakfast cereals, baby foods, and other end-use industries. With the increasing consumption of convenience food among consumers in the region, the demand for raw materials such as rice flour is also growing. The rising awareness about the consumption of gluten-free products is further expected to boost the demand for rice flour in the coming years.

Moreover, food & beverage manufacturers in South & Central America are launching products with gluten-free ingredients to cater to the increasing demand. For instance, in January 2020, Jazam, a Brazil-based manufacturer, launched “Croc Churros”—a churros-flavored bar with caramel filling. The bar is made from rice flour, making it gluten-free, and contains forty-two calories, as it is roasted and not fried like conventional churros. Thus, such product launches by key players in the region are anticipated to drive market growth during the forecast period.

#### South & Central America Rice Flour Market Revenue and Forecast to 2030 (US\$ Million)

##### South & Central America Rice Flour Market Segmentation

The South & Central America rice flour market is segmented into type, category, application, and country.

Based on type, the South & Central 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 South & Central America rice flour market in 2023.

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

Based on application, the South & Central 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 the largest share of the South & Central America rice flour market in 2023.

Based on country, the South & Central America rice flour market is segmented into the Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America rice flour market in 2023.

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

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