

# **Frozen Rice Balls Market Size, Share, and Outlook, 2025 Report- By Type (Black Sesame, Peanut, Red Bean, Others), Ingredient (Rice flours, Sugar, Synthetic Natural Color, Others), Packaging (Container, Plastic bags, Others), Application (Restaurants and Hotels, Residential, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032**

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## **Abstracts**

### Frozen Rice Balls Market Outlook

The global Frozen Rice Balls market is expected to register a growth rate of 5.1% during the forecast period from 2024 to 2032. The Frozen Rice Balls market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Frozen Rice Balls segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Black Sesame, Peanut, Red Bean, Others), Ingredient (Rice flours, Sugar, Synthetic Natural Color, Others), Packaging (Container, Plastic bags, Others), Application (Restaurants and Hotels, Residential, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Frozen Rice Balls markets.

Frozen Rice Balls Market Insights, 2025

The frozen rice balls market in 2025 is growing steadily, supported by increasing demand for convenient, ready-to-eat Asian-inspired snacks and meals in global markets. Frozen rice balls, such as Japanese onigiri, combine taste, portability, and portion control, appealing to busy consumers and multicultural food enthusiasts. Advances in freezing and packaging technology enhance texture, flavor retention, and shelf life. Product innovations include diverse fillings, including vegetarian, seafood, and meat options, targeting health-conscious and ethnic consumers alike. Retail and foodservice channels expand distribution, particularly in urban centers. The market is influenced by trends towards clean-label ingredients and minimal preservatives. Regulatory frameworks ensure food safety, allergen management, and accurate product information. The frozen rice balls market reflects the fusion of convenience, cultural authenticity, and innovation in 2025 convenience foods.

### Five Trends that will define global Frozen Rice Balls market in 2025 and Beyond

A closer look at the multi-million global market for Frozen Rice Balls identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Frozen Rice Balls companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Frozen Rice Balls industry?

The Frozen Rice Balls sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Frozen Rice Balls Market Segment Insights

The Frozen Rice Balls industry presents strong offers across categories. The analytical report offers forecasts of Frozen Rice Balls industry performance across segments and countries. Key segments in the industry include By Type (Black Sesame, Peanut, Red Bean, Others), Ingredient (Rice flours, Sugar, Synthetic Natural Color, Others), Packaging (Container, Plastic bags, Others), Application (Restaurants and Hotels,

Residential, Others), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Frozen Rice Balls market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Frozen Rice Balls industry ecosystem. It assists decision-makers in evaluating global Frozen Rice Balls market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Frozen Rice Balls industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Frozen Rice Balls Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Frozen Rice Balls Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Frozen Rice Balls with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Frozen Rice Balls market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Frozen Rice Balls market Insights Executives are most excited about opportunities for the US Frozen Rice Balls industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Frozen Rice Balls companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Frozen Rice Balls market.

Latin American Frozen Rice Balls market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Frozen Rice Balls Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Frozen Rice Balls markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South

Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Frozen Rice Balls markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

### Competitive LandscapeHow Frozen Rice Balls companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Day-Lee Foods, Inc., Synear Food Holdings Limited, Gemini Food Corporation, The Arancini Company, CJ CheilJedang Corporation, Henan Sanquan Food Co., Ltd., Anjoy Foods Co., Ltd., Ajinomoto Co., Inc., Tokyo Bento Labo, Yutaka, Hakka Pty Ltd, PA Food, Way Fong LLC, Zing Asia Oriental Food, Cucina Foods Inc.

### Frozen Rice Balls Market Scope

#### Leading Segments

##### By Type

Black Sesame

Peanut

Red Bean

Others

##### By Ingredient

Rice flours

Sugar

Synthetic Natural Color

Others

By Packaging

Container

Plastic bags

Others

By Application

Restaurants and Hotels

Residential

Others

By Distribution Channel

Online

Offline

Leading Companies

Day-Lee Foods, Inc.

Synear Food Holdings Limited

Gemini Food Corporation

The Arancini Company

CJ CheilJedang Corporation

Henan Sanquan Food Co., Ltd.

Anjoy Foods Co., Ltd.

Ajinomoto Co., Inc.

Tokyo Bento Labo

Yutaka

Hakka Pty Ltd

PA Food

Way Fong LLC

Zing Asia Oriental Food

Cucina Foods Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio

and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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### By Type

Black Sesame

Peanut

Red Bean

Others

### By Ingredient

Rice flours

Sugar

Synthetic Natural Color

Others

### By Packaging

Container

Plastic bags

Others

### By Application

Restaurants and Hotels

Residential

Others

### By Distribution Channel

Online

Offline

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Anjoy Foods Co., Ltd.  
Ajinomoto Co., Inc.  
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