

Glutinous Rice crackers Market Size, Trends, Analysis, and Outlook By Type (Arare, Okaki), By Application (Supermarkets/Hypermarkets, Independent Retailers, Convenience Stores, Online Retailers, Others), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Glutinous Rice Crackers Market Size is valued at \$3.1 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.7% to reach \$4.8 Billion by 2032.

The glutinous rice crackers market is poised for growth as consumers increasingly seek gluten-free snacking options. Known for their chewy texture and versatility, glutinous rice crackers are becoming popular among health-conscious individuals looking for flavorful, gluten-free alternatives to traditional snacks. The rising interest in Asian cuisine and the trend towards clean-label products are driving innovation in glutinous rice cracker formulations, encouraging the use of natural ingredients and unique flavors. Additionally, the growing popularity of gluten-free diets is expected to further boost market potential, positioning glutinous rice crackers as a favored choice among snack enthusiasts.

Glutinous Rice crackers Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Glutinous Rice crackers survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for

companies in the Glutinous Rice crackers industry.

Key market trends defining the global Glutinous Rice crackers demand in 2025 and Beyond

The Glutinous Rice crackers industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Glutinous Rice crackers Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Glutinous Rice crackers industry

Leading Glutinous Rice crackers companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Glutinous Rice crackers companies.

Glutinous Rice crackers Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage

strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Glutinous Rice crackers Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Glutinous Rice crackers industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Glutinous Rice crackers Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Glutinous Rice crackers Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Glutinous Rice crackers market segments. Similarly, strong market demand encourages Canadian Glutinous Rice crackers companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Glutinous Rice crackers Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Glutinous Rice crackers industry remains the major market for companies in the European Glutinous Rice crackers industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach

of vendors in identifying and leveraging new growth prospects positions the European Glutinous Rice crackers market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Glutinous Rice crackers Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Glutinous Rice crackers in Asia Pacific. In particular, China, India, and South East Asian Glutinous Rice crackers markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Glutinous Rice crackers Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Glutinous Rice crackers Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Glutinous Rice crackers market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Glutinous Rice crackers.

Glutinous Rice crackers Company Profiles

The global Glutinous Rice crackers market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market

shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are BonChi, Bourbon, COFCO, Echigoseika, Iwatsuka Confectionery, Kameda Seika, Kuriyamabeika, Miduoqi, Mochikichi, Ogurasansou, Sanko Seika, UNCLE POP, Want Want, Xiaowangzi Food.

Recent Glutinous Rice crackers Market Developments

The global Glutinous Rice crackers market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Glutinous Rice crackers Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Arare

Okaki

By Application

Supermarkets/Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

BonChi

Bourbon

COFCO

Echigoseika

Iwatsuka Confectionery

Kameda Seika

Kuriyamabeika

Miduoqi

Mochikichi

Ogurasansou

Sanko Seika

UNCLE POP

Want Want

Xiaowangzi Food

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. GLUTINOUS RICE CRACKERS MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Glutinous Rice crackers Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Glutinous Rice crackers Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Glutinous Rice crackers Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Glutinous Rice crackers Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Glutinous Rice crackers Market Outlook to 2032

CHAPTER 5: GLUTINOUS RICE CRACKERS MARKET DYNAMICS

- 5.1 Key Glutinous Rice crackers Market Trends
- 5.2 Potential Glutinous Rice crackers Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL GLUTINOUS RICE CRACKERS MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Type
 - Arare
 - Okaki
 - Application
 - Supermarkets/Hypermarkets
 - Independent Retailers
 - Convenience Stores
 - Online Retailers
 - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA GLUTINOUS RICE CRACKERS MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Type
 - Arare
 - Okaki
 - Application
 - Supermarkets/Hypermarkets
 - Independent Retailers
 - Convenience Stores
 - Online Retailers
 - Others
- 7.3 North America Market Outlook by Country, 2021- 2032
 - 7.3.1 United States Glutinous Rice crackers Market Size Forecast, 2021- 2032
 - 7.3.2 Canada Glutinous Rice crackers Market Size Forecast, 2021- 2032
 - 7.3.3 Mexico Glutinous Rice crackers Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE GLUTINOUS RICE CRACKERS MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Type

Arare

Okaki

Application

Supermarkets/Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

Others

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Glutinous Rice crackers Market Size Forecast, 2021- 2032

8.3.2 France Glutinous Rice crackers Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Glutinous Rice crackers Market Size Forecast, 2021- 2032

8.3.4 Spain Glutinous Rice crackers Market Size Forecast, 2021- 2032

8.3.5 Italy Glutinous Rice crackers Market Size Forecast, 2021- 2032

8.3.6 Russia Glutinous Rice crackers Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Glutinous Rice crackers Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC GLUTINOUS RICE CRACKERS MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Type

Arare

Okaki

Application

Supermarkets/Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

Others

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Glutinous Rice crackers Market Size Forecast, 2021- 2032

9.3.2 India Glutinous Rice crackers Market Size Forecast, 2021- 2032

9.3.3 Japan Glutinous Rice crackers Market Size Forecast, 2021- 2032

- 9.3.4 South Korea Glutinous Rice crackers Market Size Forecast, 2021- 2032
- 9.3.5 Australia Glutinous Rice crackers Market Size Forecast, 2021- 2032
- 9.3.6 South East Asia Glutinous Rice crackers Market Size Forecast, 2021- 2032
- 9.3.7 Rest of Asia Pacific Glutinous Rice crackers Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA GLUTINOUS RICE CRACKERS MARKET ANALYSIS AND OUTLOOK TO 2032

- 10.1 South America Market Outlook by Segments, 2021- 2032
- 10.2 Type
 - Arare
 - Okaki
 - Application
 - Supermarkets/Hypermarkets
 - Independent Retailers
 - Convenience Stores
 - Online Retailers
 - Others
- 10.3 South America Market Outlook by Country, 2021- 2032
 - 10.3.1 Brazil Glutinous Rice crackers Market Size Forecast, 2021- 2032
 - 10.3.2 Argentina Glutinous Rice crackers Market Size Forecast, 2021- 2032
 - 10.3.3 Rest of South America Glutinous Rice crackers Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA GLUTINOUS RICE CRACKERS MARKET ANALYSIS AND OUTLOOK TO 2032

- 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032
- 11.2 Type
 - Arare
 - Okaki
 - Application
 - Supermarkets/Hypermarkets
 - Independent Retailers
 - Convenience Stores
 - Online Retailers
 - Others
- 11.3 Middle East and Africa Market Outlook by Country, 2021- 2032
 - 11.3.1 Saudi Arabia Glutinous Rice crackers Market Size Forecast, 2021- 2032

- 11.3.2 The UAE Glutinous Rice crackers Market Size Forecast, 2021- 2032
- 11.3.3 Rest of Middle East Glutinous Rice crackers Market Size Forecast, 2021- 2032
- 11.3.4 South Africa Glutinous Rice crackers Market Size Forecast, 2021- 2032
- 11.3.4 Rest of Africa Glutinous Rice crackers Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

- 12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles
- 12.2 Key Companies Profiled in the Study
- 12.3 BonChi
- Bourbon
- COFCO
- Echigoseika
- Iwatsuka Confectionery
- Kameda Seika
- Kuriyamabeika
- Miduoqi
- Mochikichi
- Ogurasansou
- Sanko Seika
- UNCLE POP
- Want Want
- Xiaowangzi Food

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

- 13.1 Primary and Secondary Sources
- 13.2 Research Methodology
- 13.3 Data Triangulation and Validation
- 13.4 Assumptions and Limitations
- 13.5 Forecast Methodology
- Appendix
- A: Highlights of the Q4-2024 Version
- B: Conclusion and Future Recommendations
- C: Customization Options
- D: Contact Information

List Of Figures

LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Glutinous Rice crackers Market Outlook by Type, 2021- 2032

Figure 6: Global Glutinous Rice crackers Market Outlook by Application, 2021- 2032

Figure 7: Global Glutinous Rice crackers Market Outlook by Region, 2021- 2032

Figure 8: North America Glutinous Rice crackers Market Snapshot, Q4-2024

Figure 9: North America Glutinous Rice crackers Market Size Forecast by Type, 2021- 2032

Figure 10: North America Glutinous Rice crackers Market Size Forecast by Application, 2021- 2032

Figure 11: North America Glutinous Rice crackers Market Share by Country, 2023

Figure 12: Europe Glutinous Rice crackers Market Snapshot, Q4-2024

Figure 13: Europe Glutinous Rice crackers Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Glutinous Rice crackers Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Glutinous Rice crackers Market Share by Country, 2023

Figure 16: Asia Pacific Glutinous Rice crackers Market Snapshot, Q4-2024

Figure 17: Asia Pacific Glutinous Rice crackers Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Glutinous Rice crackers Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Glutinous Rice crackers Market Share by Country, 2023

Figure 20: South America Glutinous Rice crackers Market Snapshot, Q4-2024

Figure 21: South America Glutinous Rice crackers Market Size Forecast by Type, 2021- 2032

Figure 22: South America Glutinous Rice crackers Market Size Forecast by Application, 2021- 2032

Figure 23: South America Glutinous Rice crackers Market Share by Country, 2023

Figure 24: Middle East and Africa Glutinous Rice crackers Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Glutinous Rice crackers Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Glutinous Rice crackers Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Glutinous Rice crackers Market Share by Country, 2023

Figure 28: United States Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Glutinous Rice crackers Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Glutinous Rice crackers Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Glutinous Rice crackers Market Size Outlook by Segments, 2021- 2032

Table 7: Global Glutinous Rice crackers Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Glutinous Rice crackers Market Outlook by Type, 2021- 2032

Table 10: North America- Glutinous Rice crackers Market Outlook by Country, 2021- 2032

Table 11: Europe - Glutinous Rice crackers Market Outlook by Type, 2021- 2032

Table 12: Europe - Glutinous Rice crackers Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Glutinous Rice crackers Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Glutinous Rice crackers Market Outlook by Country, 2021- 2032

Table 15: South America- Glutinous Rice crackers Market Outlook by Type, 2021- 2032

Table 16: South America- Glutinous Rice crackers Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Glutinous Rice crackers Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Glutinous Rice crackers Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Glutinous Rice crackers Companies

Table 20: Product Profiles of Leading Glutinous Rice crackers Companies

Table 21: SWOT Profiles of Leading Glutinous Rice crackers Companies

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