

Rice Syrup Market Size, Share, and Outlook, 2025 Report- By Type (Organic, Conventional), Raw Material (Brown Rice, White Rice), End Use (Bakeries and Confectioneries, Beverages, Desserts and Dairy Products, Infant Formula, Food Services), Distribution Channel (Online, Offline), and Companies, 2021-2032

<https://marketpublishers.com/r/R880074A59AEEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: R880074A59AEEN

Abstracts

Rice Syrup Market Outlook

The global Rice Syrup market is expected to register a growth rate of 5.4% during the forecast period from \$2.6 Billion in 2024 to \$4 Billion in 2032. The Rice Syrup 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 Rice Syrup segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Organic, Conventional), Raw Material (Brown Rice, White Rice), End Use (Bakeries and Confectioneries, Beverages, Desserts and Dairy Products, Infant Formula, Food Services), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Rice Syrup markets.

Rice Syrup Market Insights, 2025

A primary driver in the rice syrup market is the shift toward natural and clean-label sweetener alternatives as consumers and manufacturers move away from high fructose corn syrup and artificial sweeteners. Brown rice syrup, in particular, is gaining traction as a low-fructose sweetener in energy bars, baby food, granola, and vegan desserts.

Organic food brands like Nature's Path and Clif Bar are incorporating rice syrup to maintain product sweetness while meeting "no refined sugar" claims. Additionally, the expansion of the vegan and macrobiotic food segments is encouraging the use of rice syrup due to its plant-based origin and mild flavor. As health-conscious buyers increasingly scrutinize ingredient lists, rice syrup's ability to act as both a sweetener and binding agent makes it highly attractive for manufacturers reformulating legacy products for the wellness market.

Five Trends that will define global Rice Syrup market in 2025 and Beyond

A closer look at the multi-million global market for Rice Syrup identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Rice Syrup 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 Rice Syrup industry?

The Rice Syrup 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.

Rice Syrup Market Segment Insights

The Rice Syrup industry presents strong offers across categories. The analytical report offers forecasts of Rice Syrup industry performance across segments and countries. Key segments in the industry include By Type (Organic, Conventional), Raw Material (Brown Rice, White Rice), End Use (Bakeries and Confectioneries, Beverages, Desserts and Dairy Products, Infant Formula, Food Services), 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, Rice Syrup 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 Rice Syrup industry ecosystem. It assists decision-makers in evaluating global Rice Syrup market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Rice Syrup 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 Rice Syrup 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 Rice Syrup 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 Rice Syrup 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 Rice Syrup market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Rice Syrup 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 Rice Syrup market.

Latin American Rice Syrup 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 Rice Syrup 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 Rice Syrup 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 Rice Syrup markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Rice Syrup 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 Wuhu Deli Foods, Axiom Foods, Wuhu Haoyikuai Food, California Natural Products (CNP), Cargill, Incorporated, Archer Daniels Midland Company (ADM), Associated British Foods plc, Bharat Glucose Pvt. Ltd., Shafi Gluco Chem (Pvt) Ltd, Matco Foods Limited, OM Foods Inc., Nature Bio-Foods Ltd, Windmill Organics Ltd.

Rice Syrup Market Scope

Leading Segments

By Type

Organic

Conventional

By Raw material

Brown Rice

White Rice

By End Use

Bakeries and Confectioneries

Beverages

Desserts and Dairy Products

Infant Formula

Food Services

By Distribution Channel

Online

Offline

Leading Companies

Wuhu Deli Foods

Axiom Foods

Wuhu Haoyikuai Food

California Natural Products (CNP)

Cargill, Incorporated

Archer Daniels Midland Company (ADM)

Associated British Foods plc

Bharat Glucose Pvt. Ltd.

Shafi Gluco Chem (Pvt) Ltd

Matco Foods Limited

OM Foods Inc.

Nature Bio-Foods Ltd

Windmill Organics Ltd.

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 America Brazil, Argentina, Others

Middle East and Africa Saudi 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

Organic

Conventional

By Raw material

Brown Rice

White Rice

By End Use

Bakeries and Confectioneries

Beverages

Desserts and Dairy Products

Infant Formula

Food Services

By Distribution Channel

Online

Offline

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 - Associated British Foods plc
 - Bharat Glucose Pvt. Ltd.
 - Shafi Gluco Chem (Pvt) Ltd
 - Matco Foods Limited

OM Foods Inc.

Nature Bio-Foods Ltd

Windmill Organics Ltd.

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