

India Packaged Rice Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Report description:

Market Overview:

The India packaged rice market size reached 11.7 Million Tons in 2022. Looking forward, IMARC Group expects the market to reach 16.2 Million Tons by 2028, exhibiting a growth rate (CAGR) of 5.9% during 2023-2028. The increasing adoption of advanced technology and machinery in rice processing, growing consumer consciousness regarding food safety and quality, and increasing number of lucrative export opportunities represent some of the key factors driving the market.

Packaged rice refers to rice that has been cleaned, processed, and packaged for sale and is considered as a popular food item in many parts of the world. It is usually produced in large quantities and sold in various sizes and grades and the packaging can be in the form of bags, boxes, or containers, depending on the manufacturer. Packaging process involves cleaning and processing the rice to remove the outer hull, bran, and germ layers, leaving only the starchy endosperm, resulting in grains that are usually long and slender, with a white or brownish color. This process results in a longer shelf life and reduces the need for washing before cooking. Packaged rice serves several functions, including convenience, as it requires no washing or soaking before cooking and versatility, as it can be used in a wide range of dishes. In addition to this, it is a good source of fiber, carbohydrates, and essential vitamins and minerals. Its long shelf life, affordability and consistency make it an ideal choice for many dishes.

India Packaged Rice Market Trends:

The market in India is primarily driven by the increasing adoption of advanced technology and machinery in rice processing, leading to the development of high-quality packaged rice. In line with this, the shifting consumer preference towards convenient food products is providing an impetus to the demand for packaged rice. Moreover, the growing consumer consciousness regarding food safety and quality resulting in an augmented demand for high-grade packaged rice with sleek grains, unique aroma and

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taste. Besides this, the increasing number of retailers offering different varieties of packaged rice via both online and offline distribution channels is impacting the market positively. The market is further fueled by the increasing demand for packaged rice in international markets, resulting in lucrative export opportunities for India packaged rice manufacturers. Apart from this, the implementation of several initiatives by the government of India to support the agricultural sector are providing a boost to the rice production and processing, which, in turn, is driving the market. Furthermore, numerous strategies adopted by key players, such as mergers and acquisitions (M&As), partnerships and collaborations to enhance their geographical presence are also creating a positive market outlook. Some of the other factors contributing to the market include rapid urbanization, increasing product premiumization, inflating disposable income levels resulting in higher purchase power, growing health consciousness among consumers, and extensive research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India packaged rice market report, along with forecasts at the country and regional levels from 2023-2028. Our report has categorized the market based on product type, packaging, pack size and distribution channel.

Product Type Insights:

Parboiled Rice
Basmati Rice

The report has provided a detailed breakup and analysis of the packaged rice market based on the product type. This includes parboiled and basmati rice. According to the report, parboiled represented the largest segment.

Packaging Insights:

Pouches
Woven Bags
Others

The report has provided a detailed breakup and analysis of the packaged rice market based on the packaging. This includes pouches, woven bags, and others. According to the report, pouches represented the largest segment.

Pack Size Insights:

5 Kilograms
1 Kilogram
Others

The report has provided a detailed breakup and analysis of the packaged rice market based on the pack size. This includes 5 kilograms, 1 kilogram, and others. According to the report, 5 kilograms represented the largest segment.

Distribution Channel Insights:

General Trade: Convenience Stores/Kirana Stores
Modern Trade: Supermarkets/Hypermarkets/Specialty Stores
Online and E-Commerce

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Others

A detailed breakup and analysis of the packaged rice market based on the distribution channel has also been provided in the report. This includes general trade (convenience stores/kirana stores), modern trade (supermarkets/hypermarkets/specialty stores), online and e-commerce, and others. According to the report, general trade (convenience stores/kirana stores) accounted for the largest market share.

Regional Insights:

North India

West and Central India

South India

East India

The report has also provided a comprehensive analysis of all the major regional markets, which include North India, West and Central India, South India, and East India. According to the report, East India was the largest market for packaged rice. Some of the factors driving the East India packaged rice market included the inflating disposable income levels, shifting consumer preference towards convenient food products, increasing number of retailers offering different varieties of packaged rice, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India packaged rice market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Adani Wilmar Ltd., Aeroplane Rice Ltd., Amira Nature Foods Ltd., Baba Naga Agro Pvt. Ltd., Balashree Foods Pvt. Ltd., Chaman Lal Setia Exports Ltd., Future Consumer Limited, Kohinoor Speciality Foods India Private Limited (McCormick & Company, Inc.), KRBL Limited, LaQilla (Amar Singh Chawal Wala), LT Foods, Patanjali Ayurved Limited, Shri Lal Mahal Group, Sriveda Sattva Pvt. Ltd., VSR Foods., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the India packaged rice market in 2022?
2. What is the expected growth rate of the India packaged rice market during 2023-2028?
3. What has been the impact of COVID-19 on the India packaged rice market?
4. What are the key factors driving the India packaged rice market?
5. What is the breakup of the India packaged rice market based on the product type?
6. What is the breakup of the India packaged rice market based on the packaging?
7. What is the breakup of the India packaged rice market based on the pack size?
8. What is the breakup of the India packaged rice market based on the distribution channel?
9. What are the key regions in the India packaged rice market?
10. Who are the key players/companies in the India packaged rice market?

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