

Global Fortified Rice Market Report and Forecast 2024-2032

Market Report | 2024-07-18 | 194 pages | EMR Inc.

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Report description:

Global Fortified Rice Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global fortified rice market size, aided by the growing consumer awareness of health and nutrition, is projected to grow at a CAGR of 6.3% in the forecast period of 2024-2032.

Fortified rice is rice that has been enhanced with additional nutrients, such as vitamins and minerals, to address nutritional deficiencies in populations. This process involves adding micronutrients such as iron, folic acid, zinc, and vitamins A, B1, B3, B6, and B12 to rice kernels. The fortification process can include coating rice grains with a micronutrient powder or blending fortified kernels with regular rice. The goal of fortified rice is to improve public health by providing essential nutrients that are often lacking in diets, particularly in developing countries where rice is a staple food.

The global fortified rice market is witnessing significant growth, driven by several key trends that reflect changing consumer preferences, public health initiatives, and technological advancements in food processing. One of the most prominent trends is the increasing focus on addressing micronutrient deficiencies and malnutrition. Governments, non-governmental organisations (NGOs), and international bodies such as the World Health Organisation (WHO) and the Food and Agriculture Organisation (FAO) are promoting the consumption of fortified foods to combat malnutrition. Fortified rice is seen as an effective vehicle for delivering essential nutrients to large populations, particularly in regions where rice is a dietary staple.

Another significant fortified rice market trend is the growing consumer awareness of health and nutrition. As consumers become more health-conscious, there is a rising demand for foods that offer additional health benefits. Fortified rice provides an easy way to enhance the nutritional value of a diet without requiring significant changes in eating habits. This trend is particularly evident in urban areas and among middle- and high-income consumers who are willing to pay a premium for healthier food options.

Technological advancements in rice fortification processes are also driving fortified rice market growth. Innovations in food technology have made it possible to fortify rice more effectively and efficiently. Modern techniques ensure that the added nutrients are retained during cooking and storage, maintaining the rice's taste, texture, and appearance. These advancements have made fortified rice more appealing to consumers and have facilitated its integration into regular diets.

The expansion of government and non-government programmes focused on food fortification is another critical factor boosting the fortified rice market value. Many countries have implemented mandatory or voluntary fortification programs to improve public

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health. For instance, countries in Asia and Africa, where rice is a staple food, are actively promoting rice fortification to address widespread micronutrient deficiencies. These programmes often receive support from international agencies and private sector partnerships, helping to scale up the production and distribution of fortified rice.

The increasing incidence of chronic diseases related to nutrient deficiencies, such as anaemia and rickets, is also driving the fortified rice market development. By providing essential nutrients, fortified rice can help prevent these conditions and improve overall health outcomes. This is particularly important in regions with high rates of malnutrition and where access to a diverse diet is limited.

Market players in the fortified rice market are focusing on expanding their product portfolios to include a variety of fortified rice options. Companies are introducing different formulations to cater to specific nutritional needs, such as rice fortified with iron for pregnant women and children or rice fortified with multiple vitamins and minerals for general health. This diversification helps meet the varied demands of consumers and enhances market penetration.

The private sector is increasingly playing a role in the fortified rice market growth. Major food companies and rice millers are investing in fortified rice production to meet the growing demand. Collaborations between the private sector, governments, and NGOs are also facilitating the development and distribution of fortified rice. These partnerships help in leveraging resources, expertise, and infrastructure to scale up production and ensure wider availability.

Consumer education and awareness campaigns are crucial in driving the adoption of fortified rice. Efforts to educate consumers about the benefits of fortified rice and how it can improve health are essential for increasing acceptance and consumption. These campaigns often involve community outreach, media campaigns, and collaborations with healthcare providers to disseminate information about the importance of micronutrient-rich diets.

The global fortified rice market also faces challenges, such as the higher cost of fortified rice compared to regular rice. This price difference can be a barrier to adoption, particularly in low-income populations. However, ongoing efforts to reduce production costs and subsidies from governments and international organisations are helping to make fortified rice more affordable.

Market Segmentation

The global fortified rice market can be divided based on type micronutrients, technology, end use, distribution channel, and region.

Market Breakup by Type Micronutrients

- Vitamins
- Minerals
- Others

Market Breakup by Technology

- Drying
- Extrusion
- Coating and Encapsulation
- Others

Market Breakup by End Use

- Commercial
- Residential

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific

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- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global fortified rice market. Some of the major players explored in the report by Expert Market Research are as follows:

- Cargill, Incorporated
- BASF SE
- Buhler AG
- DSM Nutritional Products AG
- General Mills Inc.
- Willmar International Limited
- Qoot Food Limited
- KRBL Ltd.
- Others

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