

Rice Snacks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 105 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Rice Snacks Market Analysis

The global rice snacks market was valued at USD 8.67 billion in 2025 and estimated to grow from USD 9.19 billion in 2026 to reach USD 12.33 billion by 2031, at a CAGR of 6.05% during the forecast period (2026-2031). This market expansion is primarily attributed to evolving consumer preferences and strategic industry advancements. Health-oriented consumers are increasingly gravitating toward rice snacks as these products present nutritionally advantageous alternatives, specifically offering gluten-free formulations and reduced caloric content compared to conventional snack options. The market experiences significant momentum from the inherent convenience these products provide, particularly resonating with consumers maintaining accelerated lifestyles who require portable nutrition solutions. Product development initiatives, encompassing an extensive range of flavor profiles from savory to sweet variations and diverse textural characteristics, continue to capture various consumer demographics. Environmental considerations significantly influence market dynamics, with consumers demonstrating a preference for manufacturers implementing sustainable sourcing protocols and environmentally conscious packaging solutions, thereby necessitating industry-wide adoption of ecological practices.

Global Rice Snacks Market Trends and Insights

Health awareness and demand for healthy snacks

The global rice snacks market demonstrates substantial expansion, predominantly attributed to heightened health consciousness

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

and consumer requirements for nutritious snack alternatives. Market analysis indicates a significant transformation in consumer preferences toward snack options incorporating low-calorie, gluten-free, and natural ingredients. Rice snacks constitute a viable substitute for conventional fried and processed snacks, delivering superior nutritional characteristics. The products' natural composition and transparent ingredient formulation exhibit considerable market appeal among health-oriented consumers. This intensified emphasis on health has necessitated manufacturers to implement comprehensive product development strategies focused on functional ingredients and enhanced nutritional profiles. For instance, in August 2024, ecoBrown introduced its Brice product line, a health-oriented rice snack range, addressing market requirements for products that integrate nutritional benefits with sustainable sourcing methodologies.

Convenience and on-the-go snacking

Convenience and on-the-go snacking act as crucial driving factors for the global rice snacks market. As consumers maintain busy lifestyles, the demand for portable, ready-to-eat snacks continues to grow. Rice snacks meet these requirements by offering lightweight, mess-free options that can be consumed without preparation. The availability of these products in single-serve pouches and resealable bags makes them suitable for consumption during work, travel, school, and outdoor activities. Manufacturers are responding to this demand by developing new product formats and packaging solutions. According to the International Food Information Council (IFIC), 73% of respondents in the United States reported snacking at least once daily in 2024. This high snacking frequency demonstrates the consumer preference for convenient food options and contributes to the increasing adoption of portable snacks, including rice-based products. The growing consumer preference for frequent, convenient snacking continues to drive market expansion and product innovation in the rice snacks segment.

High competition from alternative snacks

Substantial competition from alternative snacks impedes the global rice snacks market's expansion and market share advancement. The snack industry encompasses numerous product categories, including nuts, seeds, conventional potato chips, protein bars, and grain-based snacks, which compete for consumer expenditure. These alternative products maintain established brand recognition and sophisticated distribution networks, creating a highly competitive environment for rice snacks. Alternative snack products frequently demonstrate equivalent health benefits and characteristics, including gluten-free formulations and reduced-calorie options, thereby presenting significant differentiation challenges for rice snacks. The introduction of contemporary snack categories, encompassing plant-based and functional food products, further segments consumer attention and purchasing power. Consumer perceptions regarding rice snacks' potential inadequacy in satiation or flavor profiles compared to alternatives significantly influence repeat purchase behavior and market penetration across demographic segments.

Other drivers and restraints analyzed in the detailed report include:

Innovation in flavors and formats
Growing consumer demand for sustainability and eco-friendly packaging
Raw material and cost challenges

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Rice cakes hold a dominant 33.02% share of the rice snacks market in 2025. Their market leadership stems from their positioning as a low-calorie, gluten-free, and minimally processed snack option, aligning with current health and wellness preferences. The versatile nature of rice cakes, featuring a light texture and neutral flavor, enables consumption across various occasions from snacking to meal accompaniments, attracting consumers across age groups. The category's growth is supported by ongoing flavor innovations and improved packaging designs. The convenience of individual packaging makes rice cakes suitable for various

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

consumption occasions, including workplace snacks and school lunches.

Rice crackers represent the fastest-growing segment in the rice snacks market, with a projected CAGR of 8.23% through 2031. This growth reflects increasing demand for crunchy, flavorful, and gluten-free snack options. The segment's expansion is driven by product development across flavors, ingredients, and ethnic varieties. For instance, in July 2024, DKSH formed an exclusive partnership with Monde Nissin Australia to introduce Peckish Rice Cracker products in Taiwan, demonstrating the growing consumer interest in rice crackers within Asia Pacific markets and manufacturers' focus on premium product offerings.

Salty flavors dominate the global rice snacks market, accounting for 47.58% market share in 2025. Consumer preferences demonstrate a significant inclination toward savory and umami taste profiles that fulfill the demand for distinctive snacking experiences. The versatility of salty rice snacks extends across multiple consumption occasions, encompassing individual snacking, social functions, and complementary meal components. Market expansion continues through systematic innovation in seasoning formulations, ranging from conventional salted and seaweed variants to sophisticated cheese, barbecue, and spicy salt offerings. The salty rice snacks segment demonstrates additional market strength through its established position as a nutritionally advantageous alternative to traditional chips and crisps, delivering comparable taste satisfaction with reduced fat and caloric content.

The spicy flavors segment exhibits superior growth dynamics in the rice snacks market, demonstrating a CAGR of 6.52% through 2031. This substantial growth trajectory is attributed to increasing consumer demand for intensified flavor experiences, particularly prevalent among younger demographic segments and metropolitan populations. The expanding global acceptance of international cuisines and spice-enhanced foods generates increased demand for rice snacks incorporating chili, pepper, and various heat-intensive seasonings. Manufacturing entities concentrate on the development of hybrid flavor combinations, integrating traditional spicy formulations with innovative textural elements and ingredient compositions, thereby contributing to the segment's sustained expansion.

The Rice Snacks Market Report is Segmented by Product Type (Rice Cakes, Rice Crisps, Rice Crackers, and Others), Flavor (Salty, Sweet, Spicy, and Others), Packaging Type (Pouches, Bags, Boxes, and Others), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, and More), and Geography (North America, Europe, Asia-Pacific and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Asia-Pacific commands 46.22% of the global rice snacks market in 2025, driven by the region's established rice-based snacking culture and robust manufacturing infrastructure in Japan, China, and India. The region's efficient supply chains and cost-effective production capabilities, supported by substantial rice production, enable high-volume manufacturing and competitive pricing. According to the United States Department of Agriculture (USDA), India leads global rice production with an estimated 150 million metric tons in 2024/2025, while China follows with 145.28 million metric tons. This production capacity ensures raw material availability and strengthens supply chain advantages for the rice snacks market in Asia-Pacific.

North America demonstrates the highest growth rate in the global rice snacks market with a CAGR of 7.43% through 2031. This growth stems from increasing demand for healthy, convenient snacking options and growing preference for gluten-free and low-calorie alternatives. The region's developed retail infrastructure, modern trade channels, and e-commerce platforms provide widespread access to rice snack products. The market expansion is further supported by product innovations in organic and functional rice snacks, meeting the preferences of health-conscious consumers.

Europe maintains its market position through premium product offerings and sustainable practices that meet local consumer preferences for environmental responsibility and artisanal production. The region's regulatory framework promotes innovation

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

through organic certification standards and sustainable packaging requirements. South America, the Middle East, and Africa offer growth potential due to urbanization and rising disposable incomes, despite challenges in infrastructure and import dependence. The expansion of convenience stores and modern retail formats in these regions provides distribution channels for rice snack products. Success in these markets requires companies to balance global operations with regional adaptation of products, packaging, and marketing strategies.

List of Companies Covered in this Report:

PepsiCo Inc. General Mills Inc. Element Snacks Inc. Nestle S.A. (Osem) Lundberg Family Farms Kameda Seika Co. Ltd Hunter Foods LLC DeZhou Harvest Foods Co. Ltd Bourbon Corporation SanoRice Holding BV Want Want Holdings Ltd Calbee Inc. Lotte Corporation Lotus Foods, Inc. Blue Diamond Growers Tastemorr Snacks Umeya Co., Ltd Ricegrowers Ltd (SunRice) Riso Gallo Sanritsu Seika Co. Ltd

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Health awareness and demand for healthy snacks

4.2.2 Convenience and on-the-go snacking

4.2.3 Innovation in flavors and formats

4.2.4 Growing consumer demand for sustainability and eco-friendly packaging

4.2.5 Increasing investment in marketing and promotional activities

4.2.6 Rising number of consumers following vegetarian and vegan diets

4.3 Market Restraints

4.3.1 High competition from alternative snacks

4.3.2 Raw material and cost challenges

4.3.3 Regulatory challenges in labeling and health claims

4.3.4 Supply and distribution disruptions

4.4 Consumer Behaviour Analysis

4.5 Regulatory Landscape

4.6 Technological Outlook

4.7 Porter's Five Forces Analysis

4.7.1 Threat of New Entrants

4.7.2 Bargaining Power of Buyers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.7.3 Bargaining Power of Suppliers
- 4.7.4 Threat of Substitutes
- 4.7.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

- 5.1 By Product Type
 - 5.1.1 Rice Cakes
 - 5.1.2 Rice Crisps
 - 5.1.3 Rice Crackers
 - 5.1.4 Others
- 5.2 By Flavor
 - 5.2.1 Salty
 - 5.2.2 Sweet
 - 5.2.3 Spicy
 - 5.2.4 Others
- 5.3 By Packaging Type
 - 5.3.1 Pouches
 - 5.3.2 Bags
 - 5.3.3 Boxes
 - 5.3.4 Others
- 5.4 By Distribution Channel
 - 5.4.1 Supermarkets/Hypermarkets
 - 5.4.2 Convenience Stores
 - 5.4.3 Online Retail Stores
 - 5.4.4 Other Distribution Channels
- 5.5 By Geography
 - 5.5.1 North America
 - 5.5.1.1 United States
 - 5.5.1.2 Canada
 - 5.5.1.3 Mexico
 - 5.5.1.4 Rest of North America
 - 5.5.2 Europe
 - 5.5.2.1 Germany
 - 5.5.2.2 United Kingdom
 - 5.5.2.3 Italy
 - 5.5.2.4 France
 - 5.5.2.5 Spain
 - 5.5.2.6 Netherlands
 - 5.5.2.7 Poland
 - 5.5.2.8 Belgium
 - 5.5.2.9 Sweden
 - 5.5.2.10 Rest of Europe
 - 5.5.3 Asia-Pacific
 - 5.5.3.1 China
 - 5.5.3.2 India
 - 5.5.3.3 Japan
 - 5.5.3.4 Australia

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.5.3.5 Indonesia
- 5.5.3.6 South Korea
- 5.5.3.7 Thailand
- 5.5.3.8 Singapore
- 5.5.3.9 Rest of Asia-Pacific
- 5.5.4 South America
 - 5.5.4.1 Brazil
 - 5.5.4.2 Argentina
 - 5.5.4.3 Colombia
 - 5.5.4.4 Chile
 - 5.5.4.5 Peru
 - 5.5.4.6 Rest of South America
- 5.5.5 Middle East and Africa
 - 5.5.5.1 South Africa
 - 5.5.5.2 Saudi Arabia
 - 5.5.5.3 United Arab Emirates
 - 5.5.5.4 Nigeria
 - 5.5.5.5 Egypt
 - 5.5.5.6 Morocco
 - 5.5.5.7 Turkey
 - 5.5.5.8 Rest of Middle East and Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
 - 6.4.1 PepsiCo Inc.
 - 6.4.2 General Mills Inc.
 - 6.4.3 Element Snacks Inc.
 - 6.4.4 Nestle S.A. (Osem)
 - 6.4.5 Lundberg Family Farms
 - 6.4.6 Kameda Seika Co. Ltd
 - 6.4.7 Hunter Foods LLC
 - 6.4.8 DeZhou Harvest Foods Co. Ltd
 - 6.4.9 Bourbon Corporation
 - 6.4.10 SanoRice Holding BV
 - 6.4.11 Want Want Holdings Ltd
 - 6.4.12 Calbee Inc.
 - 6.4.13 Lotte Corporation
 - 6.4.14 Lotus Foods, Inc.
 - 6.4.15 Blue Diamond Growers
 - 6.4.16 Tastemorr Snacks
 - 6.4.17 Umeya Co., Ltd
 - 6.4.18 Ricegrowers Ltd (SunRice)
 - 6.4.19 Riso Gallo

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

6.4.20 Sanritsu Seika Co. Ltd

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Rice Snacks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts
(2026 - 2031)**

Market Report | 2026-02-09 | 105 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com