

## Grains and Rice - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The market for rice is considerable, standing at \$2.5 billion, but has stagnated in recent years."  
**William Roberts, Jr, Senior Food & Drink Analyst**

This report looks at the following areas:

- Stagnant rice sales should improve
- Inconsistent rice prices
- Brand names struggle

Consumer interest in a wide range of cuisines featuring rice as a component should lead to growth in coming years, but the category may also benefit from leveraging healthier attributes, potentially from rice/grain blends that merge healthy benefits.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Take it easy

Avoiding modification

Grains associated with health, rice with versatility

Grain health benefits resonating with younger consumers

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