

Grains and Rice - US - April 2016

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"The \$2.5-billion rice and grains category is experiencing modest growth thanks in part to a generally healthy image and consumer interest in exploring an increasingly wide range of cuisines incorporating rice or grain."

- John Owen, Senior Food & Drink Analyst

This report looks at the following areas:

- Modest pace of growth continues
- Dry rice and oats are household staples, others have room to grow
- Despite generally healthy image, opportunity for more specific education

The \$2.5-billion rice and grains category is experiencing modest growth thanks in part to a generally healthy image and consumer interest in exploring an increasingly wide range of cuisines incorporating rice or grain. Category competitors can encourage further growth by highlighting specific nutrition benefits, encouraging further culinary exploration, and launching new convenient products that expand rice and grains into new use occasions.

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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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