

## 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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Stagnant rice sales should improve

Figure 1: Total US sales and fan chart forecast of rice, at current prices, 2012-22

Inconsistent rice prices

Brand names struggle

Figure 2: Sales of rice, by company, 52-weeks ending Dec 31, 2017

The opportunities

Enriching options

Figure 3: Added benefits, by age, February 2018

Natural and real

Figure 4: Added benefits, by age, February 2018

Leveraging fresh to resonate with Hispanic Millennials

Figure 5: Important claims, Hispanic origin, February 2018

What it means

### The Market – What You Need to Know

Stagnant rice sales should increase slightly in coming years

Dry rice dominates market share

Rice price to fluctuate

### Market Size and Forecast

Stagnant rice sales forecast to improve

Figure 6: Total US sales and fan chart forecast of rice, at current prices, 2012-22

Figure 7: Total US sales and forecast of rice, at current prices, 2012-22

### Market Breakdown

Steady growth to continue for rice segments

Figure 8: Total US retail sales and forecast\* of rice, by segment, at current prices, 2012-22

After brief slowdown, dry rice sales should rebound

Figure 9: Total US retail sales and forecast of dry rice, at current prices, 2012-22

Rice mix sales increase slowly

Figure 10: Total US retail sales and forecast of dry rice mixes/ready-to-serve rice, at current prices, 2012-22

Figure 11: Share of rice mixes/ready-to-serve rice, by subsegment, 2012-17

Consumers turning to other channels for rice, though supermarket still account for majority of rice purchases

Figure 12: Total US retail sales of rice, by channel, at current prices, 2012-17

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## Market Factors

Rice prices likely to rise in 2018, countered by production increase in 2019

Organic appeals strongly to Hispanic Millennials

Figure 13: Population, by race and Hispanic origin, 2011-21

GMO rice approved even as consumers indicate avoidance

Figure 14: Opinions of genetically modified foods, by age and gender, July 2017

## Key Players – What You Need to Know

Private label showing strongest sales growth in rice

Private label's gains come even as introductions slow

Name-brand dry rice sales stumble

Merging ease and health

## Company and Brand Sales of Rice

Leading companies maintain dominance, private label shows strongest growth

Sales of rice by company

Figure 15: Sales of rice, by company, in millions, 52-weeks ending Dec 31, 2017

## What's Working?

Private label success shows store-brands' strength

Figure 16: Notable private label rice introductions, 2017

Figure 17: Rice launches, branded versus private label, 2014-17

Figure 18: Key attributes, Save-A-Lot Rice on the Side Chicken & Broccoli Flavored Rice, compared to segment benchmark, 2017

Figure 19: Key attributes, Aldi Jambalaya Mix compared to segment benchmark, 2017

Figure 20: Key attributes, Wegmans Food You Feel Good About Special Blends Wild Rice Blend, compared to segment benchmark, 2017

Grains as ingredients

Figure 21: Food products featuring quinoa, branded versus private label, 2013-17

Figure 22: Specific launches featuring quinoa, 2017

Figure 23: Key attributes, Aldi Chia Seeds & Quinoa Pita Chips, compared to segment benchmark, 2017

Figure 24: Key attributes, Brandless Quinoa Puffs, compared to segment benchmark, 2017

## What's Struggling?

Nationally branded dry rice sales falter

Figure 25: Rice launches, 2017

## What's Next?

Enriched options resonate

Figure 26: Added benefits, by age, February 2018

"Real" people

Figure 27: Added benefits, by age and Hispanic origin, February 2018

## The Consumer – What You Need to Know

Nine in 10 consumers eat rice/grains

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Take it easy

Avoiding modification

Grains associated with health, rice with versatility

Grain health benefits resonating with younger consumers

Brands could leverage rice-cooking challenges

Flavored options can draw from wide range of culinary interests

## Consumption of Grains and Rice

Dry rice, oats most popular among consumers

Figure 28: Consumption, February 2018

Rice most popular among older consumers, oats among younger demographics

Figure 29: Consumption, by age, February 2018

Hispanic Millennials much more likely than other Hispanics to opt for grains or rice

Figure 30: Consumption, by Hispanic origin, February 2018

## Important Attributes in Rice/Grains

Ease-of-use widely appreciated

Figure 31: Important rice/grain attributes, February 2018

Easy and microwavable options resonate most among younger consumers

Figure 32: Important rice/grain packaging attributes, by age, February 2018

Ease-of-use most relevant to Hispanic non-Millennials

Figure 33: Important rice/grain packaging attributes, by Hispanic origin, February 2018

## Important Claims

Organic/natural resonate with a third of consumers under age 55

Figure 34: Important claims, by age, February 2018

Organic/natural resonating strongly among parents of school-age children

Figure 35: Important claims, by presence and age of children in household, February 2018

Organic, non-GMO claims resonate among Hispanic Millennials

Figure 36: Important claims, Hispanic origin, February 2018

## Grain/Rice Attributes

Oats, rice seen as satiating, with quinoa linked to protein, fiber content

Figure 37: Correspondence analysis – Attributes, February 2018

Women show greater appreciation for oats, quinoa, barley, chia

Figure 38: Attributes, by gender, February 2018

Rice attributes resonate most among Hispanic non-Millennials

Figure 39: Rice attributes, by age, February 2018

## Health Attitudes toward Grains/Rice

Generally positive health regard for grains/rice

Figure 40: Attitudes toward health in grains and rice, February 2018

Rice/grain blends resonate more with younger consumers

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Figure 41: Attitudes toward health in grains and rice, any agree, by age, February 2018

Health resonating with Hispanic Millennials in particular

Figure 42: Attitudes toward health in grains and rice, any agree, by Hispanic origin, February 2018

## Preparing Grains/Rice

Rice brands resonating less among younger consumers

Figure 43: Attitudes toward grain and rice preparation, any agree, by age, February 2018

Rice preparation possibly intimidating younger consumers

Figure 44: Attitudes – CHAID – Tree output, February 2018

Hispanic Millennials notably interested in meal-appropriate rice options

Figure 45: Attitudes toward grain and rice preparation, any agree, by Hispanic origin, February 2018

## Flavor Possibilities

Notable interest in Chinese, Mexican flavor options

Figure 46: Flavor possibilities, February 2018

Mexican flavors significantly popular among younger consumers

Figure 47: Flavor possibilities, by age, February 2018

Hispanic Millennial interest in a diversity of flavors

Figure 48: Flavor possibilities, by Hispanic origin, February 2018

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

## Appendix – The Market

Figure 49: Total US sales and forecast of rice, at inflation-adjusted prices, 2012-22

Figure 50: Total US retail sales and forecast\* of rice, by segment, at current prices, 2012-22

Figure 51: Total US retail sales of rice, by segment, at current prices, 2015 and 2017

Figure 52: Total US retail sales and forecast of dry rice, at inflation-adjusted prices, 2012-22

Figure 53: Total US retail sales and forecast of dry rice mixes/ready-to-serve rice, at inflation-adjusted prices, 2012-22

Figure 54: Total US retail sales of rice, by channel, at current prices, 2015 and 2017

## Appendix – Key Players

Figure 55: Multi-outlet sales of grains and rice, by leading companies, rolling 52 weeks 2016 and 2017

Figure 56: Multi-outlet sales of dry rice mixes/ready-to-serve rice, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 57: Multi-outlet sales of dry rice, by leading companies and brands, rolling 52 weeks 2016 and 2017

## Appendix – The Consumer

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Figure 58: Rice usage, by gender, October 2016-November 2017  
 Figure 59: Rice usage, by age, October 2016-November 2017  
 Figure 60: Rice usage, by race, October 2016-November 2017  
 Figure 61: Rice usage, by Hispanic origin, October 2016-November 2017  
 Figure 62: Rice usage, by household income, October 2016-November 2017  
 Figure 63: Rice usage, by education, October 2016-November 2017  
 Figure 64: Rice usage, by size of household, October 2016-November 2017  
 Figure 65: Rice usage, by parental status, October 2016-November 2017  
 Figure 66: Rice usage, by region, October 2016-November 2017  
 Figure 67: Rice usage, by gender and age, October 2016-November 2017  
 Figure 68: Rice usage, by Hispanic origin, October 2016-November 2017  
 Figure 69: Rice usage, 2013-17  
 Figure 70: Rice usage, by gender, October 2016-November 2017  
 Figure 71: Rice usage, by age, October 2016-November 2017  
 Figure 72: Rice usage, by race, October 2016-November 2017  
 Figure 73: Rice usage, by Hispanic origin, October 2016-November 2017  
 Figure 74: Rice usage, by household income, October 2016-November 2017  
 Figure 75: Rice usage, by education, October 2016-November 2017  
 Figure 76: Rice usage, by size of household, October 2016-November 2017  
 Figure 77: Rice usage, by parental status, October 2016-November 2017  
 Figure 78: Rice usage, by region, October 2016-November 2017  
 Figure 79: Rice usage, by gender and age, October 2016-November 2017  
 Figure 80: Rice usage, by Hispanic origin and age, October 2016-November 2017  
 Figure 81: Rice types used, 2013-17  
 Figure 82: Rice eaten, by gender, October 2016-November 2017  
 Figure 83: Rice eaten, by age, October 2016-November 2017  
 Figure 84: Rice eaten, by race, October 2016-November 2017  
 Figure 85: Rice eaten, by Hispanic origin, October 2016-November 2017  
 Figure 86: Rice eaten, by household income, October 2016-November 2017  
 Figure 87: Rice eaten, by education, October 2016-November 2017  
 Figure 88: Rice eaten, by size of household, October 2016-November 2017  
 Figure 89: Rice eaten, by presence of children in household, October 2016-November 2017  
 Figure 90: Rice eaten, by region, October 2016-November 2017  
 Figure 91: Rice eaten, by gender and age, October 2016-November 2017  
 Figure 92: Rice eaten, by Hispanic origin and age, October 2016-November 2017  
 Figure 93: Rice eaten, 2013-17

### Appendix – Correspondence Analysis – Grains and Rice – April 2018

#### Methodology

Figure 94: Attributes, February 2018

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#### Methodology

Figure 95: Attitudes – CHAID – Table output, February 2018

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