

**Market Research
Report
On
Rice Rosted Flakes
Manufacturing Industry
in
India in 2024**



Rao's Business Marketing

Industry Overview

Rice roasted flakes, commonly known as "chire" or "beaten rice," is a traditional food product widely consumed in India. These flakes are made by parboiling rice and then flattening it to create thin, light flakes. They are popular for their nutritional benefits, versatility, and convenience, which have made them a staple in many Indian households, especially in rural and semi-urban areas. The market for rice roasted flakes is expanding as consumer preferences evolve toward healthier, convenient, and ready-to-eat food options.

In recent years, there has been a noticeable shift toward health-conscious snacking, which is driving the demand for rice flakes. They are increasingly being incorporated into breakfast cereals, snacks, and other food products, which are easy to prepare and consume on the go.

Market Size and Growth

The rice roasted flakes market in India is part of the larger **edible flakes market**, which includes various other grains like corn and oats. As of 2024, the global edible flakes market is valued at around USD 23.35 billion and is expected to grow at a compound annual growth rate (CAGR) of 6.2% from 2025 to 2030. While specific figures for the Indian market are not readily available, it can be inferred that India's market share is significant due to the widespread use of rice flakes in the country's culinary culture.

Given the global growth of the edible flakes market, the rice roasted flakes segment in India is expected to experience a similar upward trend. India, being one of the largest producers of rice, has a competitive advantage in terms of both production and consumption of rice-based products, including rice flakes.

Export Dynamics

India is a key player in the global rice flakes export market. According to trade data from **Volza**, India exported rice flakes in significant volumes to various countries, including the United States, the United Arab Emirates, and Australia. In fact, there were 22,416 shipments of rice flakes from India between March 2022 and February 2023, showcasing the country's role as a major exporter of rice-based products.

Despite a slight decline of 9% in February 2024 compared to the same month in the previous year, India continues to be one of the top exporters. This suggests that while there may be fluctuations in demand from time to time, the global market for rice flakes remains robust.

India's ability to cater to international markets not only helps boost its domestic economy but also raises the profile of rice flakes as a product with global appeal. This has opened doors for manufacturers to explore international markets, potentially increasing the growth rate of the industry.

Domestic Consumption Trends

In India, rice roasted flakes have been a long-standing part of the diet, especially in regions such as West Bengal, Assam, and Maharashtra. These flakes are commonly used in traditional dishes like **poha**, **chivda**, and **upma**, and are often consumed as a breakfast item or snack.

However, urbanization, rising disposable incomes, and shifting consumer preferences are pushing the demand for ready-to-eat food products. Rice flakes are perfectly positioned to cater to this growing demand. Consumers are increasingly looking for products that offer both convenience and nutritional value, and rice flakes meet both criteria.

The demand for rice roasted flakes is not just restricted to rural or semi-urban areas but is also growing in urban centers. With the rise of the working population and busy lifestyles, more consumers are opting for quick and healthy meal options.

Market Drivers

1. Health Consciousness:

- Rice flakes are considered a healthy snack because they are rich in carbohydrates, low in fat, and contain essential vitamins and minerals. The increasing focus on health and wellness is driving more consumers toward healthier food choices, including rice flakes. This trend is especially prominent among younger generations who are more conscious about their dietary habits.

2. Convenience and Ready-to-Eat Trends:

- In today's fast-paced world, consumers prefer foods that are quick to prepare and easy to consume. Rice flakes fit this requirement perfectly. Whether used in breakfast cereals, snacks, or meal preparation, rice flakes offer convenience without compromising on nutrition. This convenience is a major factor contributing to the growing popularity of rice flakes.

3. Culinary Versatility:

- Rice flakes are incredibly versatile and can be used in a wide variety of dishes, both traditional and modern. From savoury snacks to sweet treats, they are a favourite ingredient in Indian kitchens. The growing trend of fusion recipes, where traditional ingredients are combined with modern cooking styles, further boosts the demand for rice flakes.

4. Sustainability:

- Rice flakes are a relatively sustainable food product because they use minimal resources in their production compared to other food items. The eco-conscious consumer is increasingly looking for products that have a lower environmental impact, and rice flakes can be marketed as an eco-friendly choice.

Challenges

1. Competition from Other Snack Products:

- The ready-to-eat food market is highly competitive, with various other snack products like chips, biscuits, and packaged foods vying for consumer attention. Rice flakes must differentiate themselves by emphasizing their health benefits and versatility to maintain a competitive edge.
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2. Supply Chain and Raw Material Costs:

- Although India is one of the largest producers of rice, fluctuations in rice production due to weather conditions or price changes can affect the cost and availability of rice flakes. Consistency in quality and pricing remains a challenge for manufacturers.

3. Consumer Education:

- While rice flakes are widely consumed in traditional regions, they are not as well known in urban areas, where consumers may not be as familiar with their uses. Educating consumers on the nutritional benefits and versatility of rice flakes is crucial to expanding the market.

Future Outlook

The rice roasted flakes market in India is expected to continue its growth trajectory in 2024 and beyond. Factors such as increasing urbanization, growing health consciousness, and the rising demand for convenient food options will drive this growth. Moreover, the expanding export market will further enhance the industry's prospects.

To capitalize on these trends, manufacturers will need to focus on product innovation, health-focused marketing, and establishing a strong presence in both urban and rural markets.

Additionally, there is potential for further growth in international markets, where Indian rice flakes are already popular.

Conclusion

The rice roasted flakes market in India is positioned for steady growth, driven by health trends, consumer demand for convenience, and the increasing popularity of rice-based products. Despite challenges like competition and raw material price fluctuations, the market has significant potential. Manufacturers who can innovate and effectively market the product's health benefits and versatility will be well-placed to succeed in this expanding market.

