

RICE MARKET REPORT

"An In-Depth Analysis of Pakistan & Global Rice Markets and Trends"

Monthly report ***"December 2025 Edition"***

Dated: 25th December 2025



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Mapping Traditional and Emerging Import Markets for Pakistani Basmati Rice

TRADITIONAL BASMATI IMPORT MARKETS		
Region	Country	Key Highlights
Europe & UK	UK, Italy, Belgium, Netherlands, Germany	~67% share in brown Basmati segment; zero-duty access under GSP+; strong price premium market.
GULF & Middle East	UAE	One of the largest buyers; consistent demand for both traditional and premium Basmati
	Saudi Arabia	Traditional buyer; increasing demand for aged and aromatic varieties
	Iran	Resumed barter trade in FY2024–25 ; vital buyer despite logistical challenges
	Oman, Qatar	Smaller but steady volumes; part of GCC distribution hub
Africa	Kenya	Key African market; mix of basmati and non-basmati shipments
North America	USA, Canada	Premium-focused market; growing demand for organic & low-residue rice

EMERGING BASMATI IMPORT MARKETS		
Region	Country	Key Highlights
Southeast Asia	Malaysia	Increased interest after India's export disruption; retail & industrial buyers active
	Indonesia	Rising demand for parboiled & aromatic Basmati; steady growth
	Philippines	New entry point with public-sector G2G imports
South Asia	Bangladesh	First-ever G2G rice deal signed in 2025; includes premium varieties
East Asia	China	Importing broken rice & trying Basmati blends; demand rising for aromatic, cost-efficient varieties
Africa	Somalia, Benin, Ghana	Expanding trade networks; growing basmati interest among traders
Central Asia	Uzbekistan, Kazakhstan	Untapped retail potential; test shipments reported by REAP
Middle East	Iraq, Syria	Post-conflict markets seeing gradual rice import growth



Top 10 Import Markets of Pakistani Basmati Brown Rice

Rank	Country	Estimated Share	Key Notes
1	United Kingdom	~24%	Largest market; high demand for low-residue, organic-compliant rice
2	Italy	~21%	Major retail and ethnic food sector buyer
3	Netherlands	~13%	Hub for EU distribution; increasing organic imports
4	Belgium	~12%	Active in brown rice reprocessing and EU redistribution
5	Spain	~11%	Retail-focused imports for value chains and supermarkets
6	Portugal	~5%	Growing demand in Portuguese ethnic retail sector
7	United States	~4%	Niche demand for organic and ethnic store chains
8	Denmark	~2.5%	Imports for both ethnic and sustainable food segments
9	Poland	~2%	Mid-sized volume; retail and food processing sector
10	France	~2%	Small but steady importer of low-pesticide brown rice

Estimated based on REAP, Volza, and COMTRADE shipping data. Country-level FY2024–25 stats to be confirmed post PBS/TDAP release.

- These countries collectively account for **most** of Pakistan’s **Basmati brown rice exports**.
- **EU** and **UK** remain critical due to zero-duty access and preference for brown rice in retail and processing chains.
- Early **FY2024–25** data (**Sept–Aug**) confirms **150,065 MT** of brown rice exports to **13 countries**, with these **10** leading the volume share.

Top 10 Basmati Rice Markets for Pakistan & India

RANK	KEY MARKET	PAKISTAN'S PERSPECTIVE 	INDIA'S PERSPECTIVE 
1	United Arab Emirates (UAE)	A leading buyer of Pakistani basmati and also a major re-export hub , redistributing rice to other Gulf and African markets.	Strong destination for India as well, but more important as a re-export gateway than a final consumer.
2	Saudi Arabia	One of Pakistan's biggest Traditional market an important destination for Pakistan, though volumes fluctuate.	India's single largest market , buying the highest share of its basmati exports.
3	United Kingdom	One of Pakistan's biggest premium markets in Europe, where Pakistani basmati enjoys strong brand loyalty.	Also significant for India, with steady demand from South Asian diaspora.
4	Italy & Spain (EU)	Among the largest EU importers of Pakistani basmati, both countries maintain long-standing trade links.	India also exports to these markets, but Pakistan has a stronger share.
5	Netherlands, Belgium, France, Germany (EU cluster)	Collectively a core region for Pakistani exports , with consistent demand across Western Europe.	India is present but holds a smaller share compared to Pakistan.
6	Iran	Imports from Pakistan are inconsistent due to trade restrictions.	One of India's biggest and most reliable buyers.
7	Iraq	Limited direct trade for Pakistan.	A key growth market for India in recent years.
8	Yemen & Oman	Significant for Pakistan, especially Oman, where Pakistani rice has deep market penetration.	Moderate for India, with demand driven mostly by price competitiveness.
9	Kuwait & Qatar	Both countries regularly import Pakistani basmati, ranking within the top 10 destinations.	Also purchase Indian basmati, though in slightly higher volumes.
10	United States	Smaller but growing market for Pakistan, supported by diaspora demand.	A major premium market for India, steadily expanding.

Sources: REAP, APEDA, CBI, WITS (UN Comtrade), ITC Trade Map, FAO Rice Market Monitor

Comparative Analysis of EU Basmati Rice Imports from India and Pakistan

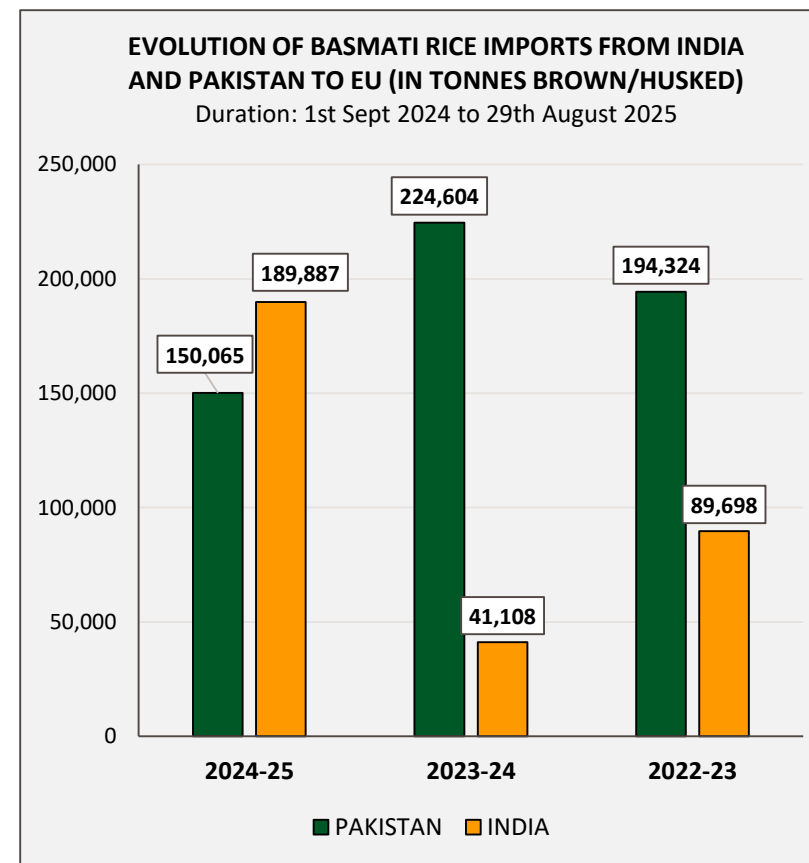


EVOLUTION OF BASMATI RICE IMPORTS FROM INDIA AND PAKISTAN TO EU (IN TONNES BROWN/HUSKED)

Duration: 1st Sept 2024 to 29th August 2025

MS	Pakistan (2024-25)	India (2024-25)	Total (2024-25)	Pakistan (2023-24)	India (2023-24)	Total (2023-24)	Pakistan (2022-23)	India (2022-23)	Total (2022-23)
Belgium	18,081	44,070	62,151	31,145	2,098	33,244	40,450	5,500	45,950
Czechia	25	–	25	–	–	–	25	–	25
Denmark	3,624	210	3,834	3,612	7	3,619	2,203	–	2,203
France	18,932	11,443	30,375	21,731	2,559	24,290	23,847	8,384	32,231
Germany	1,524	4,802	6,326	2,827	1,879	4,706	1,970	2,892	4,862
Greece	–	325	325	–	–	–	–	–	–
Italy	44,953	33,927	78,880	50,124	8,270	58,394	46,561	16,621	63,181
Netherlands	26,099	44,400	70,499	54,898	18,589	73,486	17,573	42,932	60,505
Poland	7,304	6,609	13,913	12,250	1,260	13,510	8,450	1,875	10,325
Portugal	6,113	20,306	26,419	13,544	4,696	18,240	8,943	6,622	15,565
Romania	3,375	–	3,375	2,000	–	2,000	100	–	100
Spain	23,409	20,421	43,830	32,459	1,675	34,134	44,202	4,767	48,969
Sweden	–	–	–	–	75	75	–	105	105
Grand Total	150,065	189,887	339,952	224,604	41,108	265,713	194,324	89,698	284,022

Source: European Commission



EU Basmati Rice Import Trends: PAKISTAN & INDIA (2024–25 vs 2025–26)



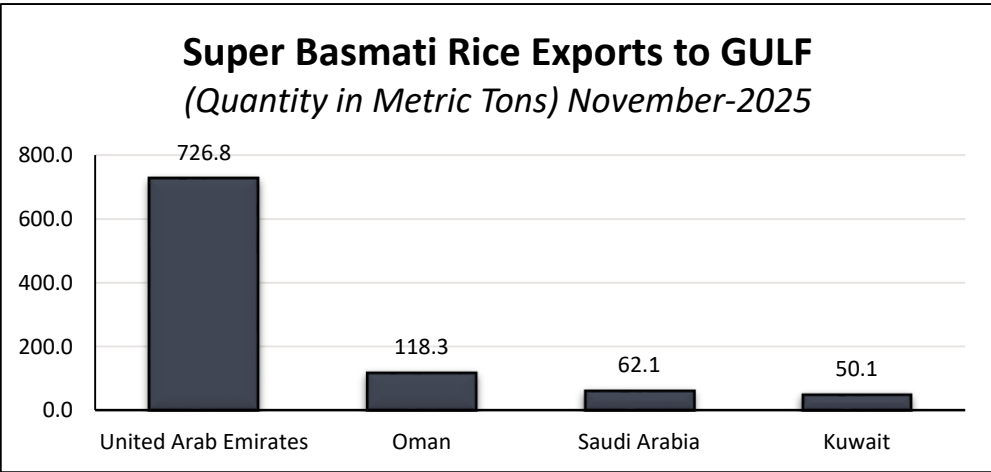
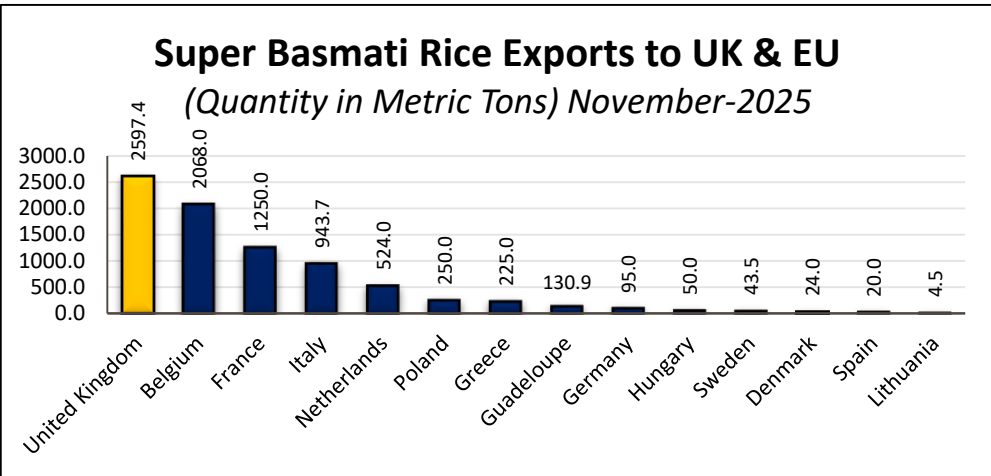
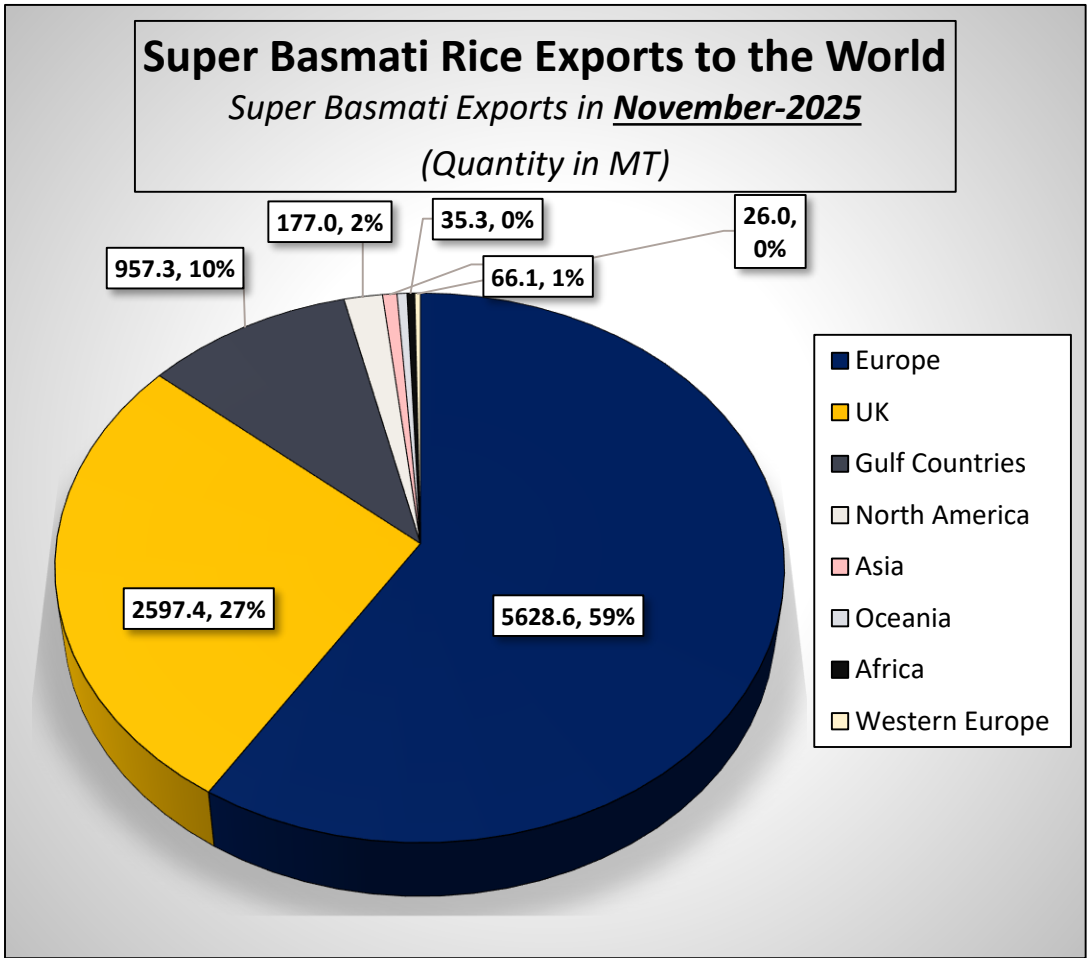
(2025-2026) EVOLUTION OF BASMATI RICE IMPORTS FROM INDIA AND PAKISTAN TO EU (IN TONNES BROWNHUSKED)

Duration: 1st SEP-2025 to 31th AUG-2026 (Last updated on 9th December 2025).

COUNTRIES	PAKISTAN (2025-26)	INDIA (2025-26)	TOTAL (2025-26)	PAKISTAN (2024-25)	INDIA (2024-25)	TOTAL (2024-25)
Belgium	2,300	3,925	6,225	13,233	300	13,533
Bulgaria			-			-
Czechia			-			-
Denmark	1,430	363	1,793	1,187		1,187
France	11,075	7,407	18,482	12,182	210	12,392
Germany	675	1,623	2,298	1,274	855	2,129
Greece			-			-
Italy	9,255	22,875	32,130	15,639	2,466	18,105
Netherlands	5,913	14,913	20,826	15,126	5,159	20,285
Poland	500	1,305	1,805	1,704	599	2,303
Portugal	700	2,925	3,625	2,798	500	3,298
Romania		726	726			-
Spain	4,150	3,913	8,063	7,311	697	8,008
Sweden			-			-
Grand Total	35,998	59,975	95,973	70,454	10,786	81,240

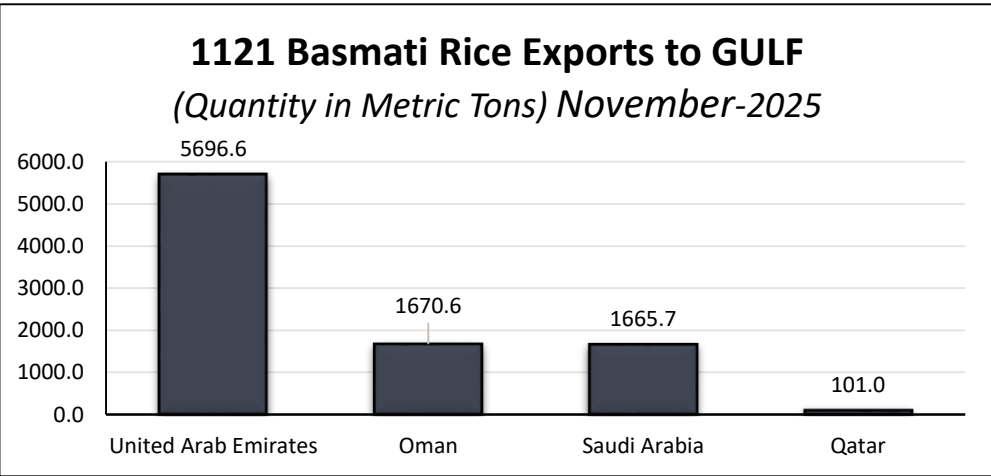
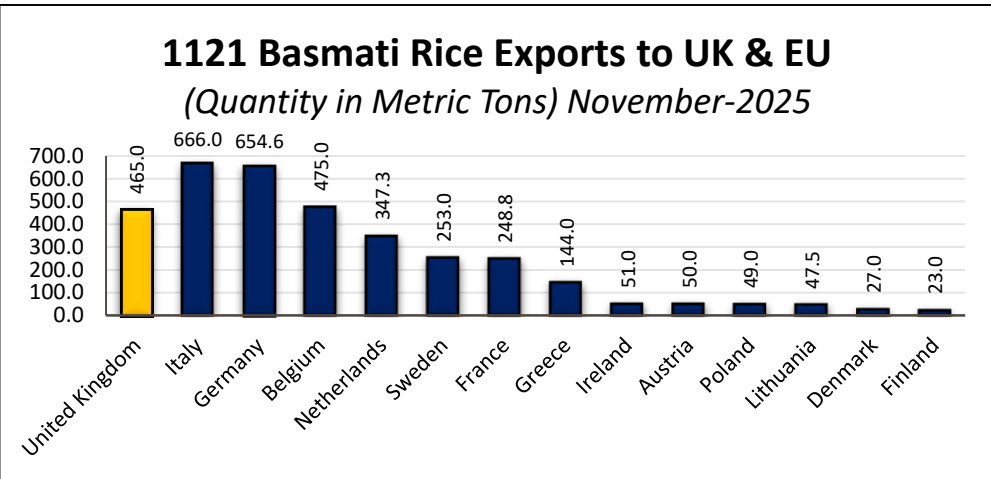
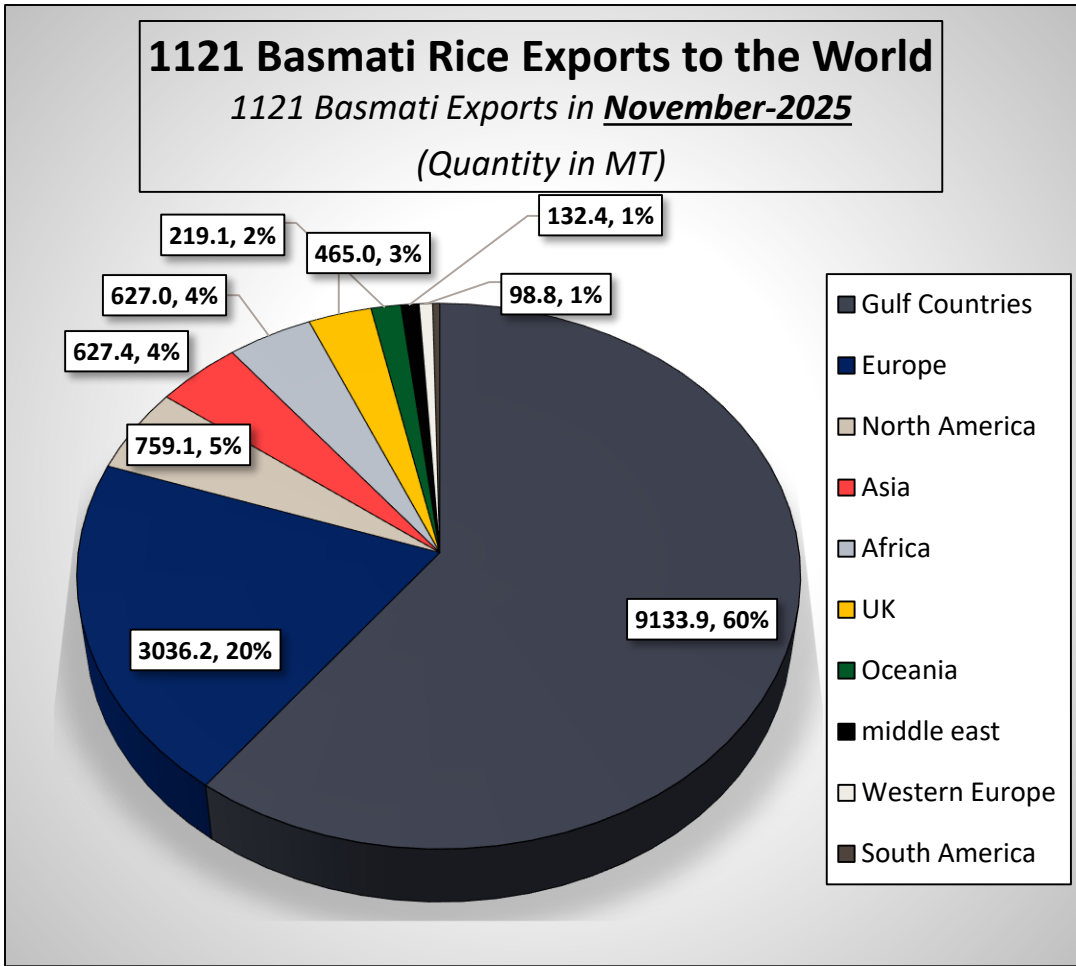
Source: European Commission

SUPER BASMATI EXPORTS TO THE WORLD & MAJOR DESTINATIONS



"Please note: Export data is compiled from Pakistani port records and may include minor discrepancies."

1121 BASMATI EXPORTS TO WORLD & MAJOR DESTINATIONS



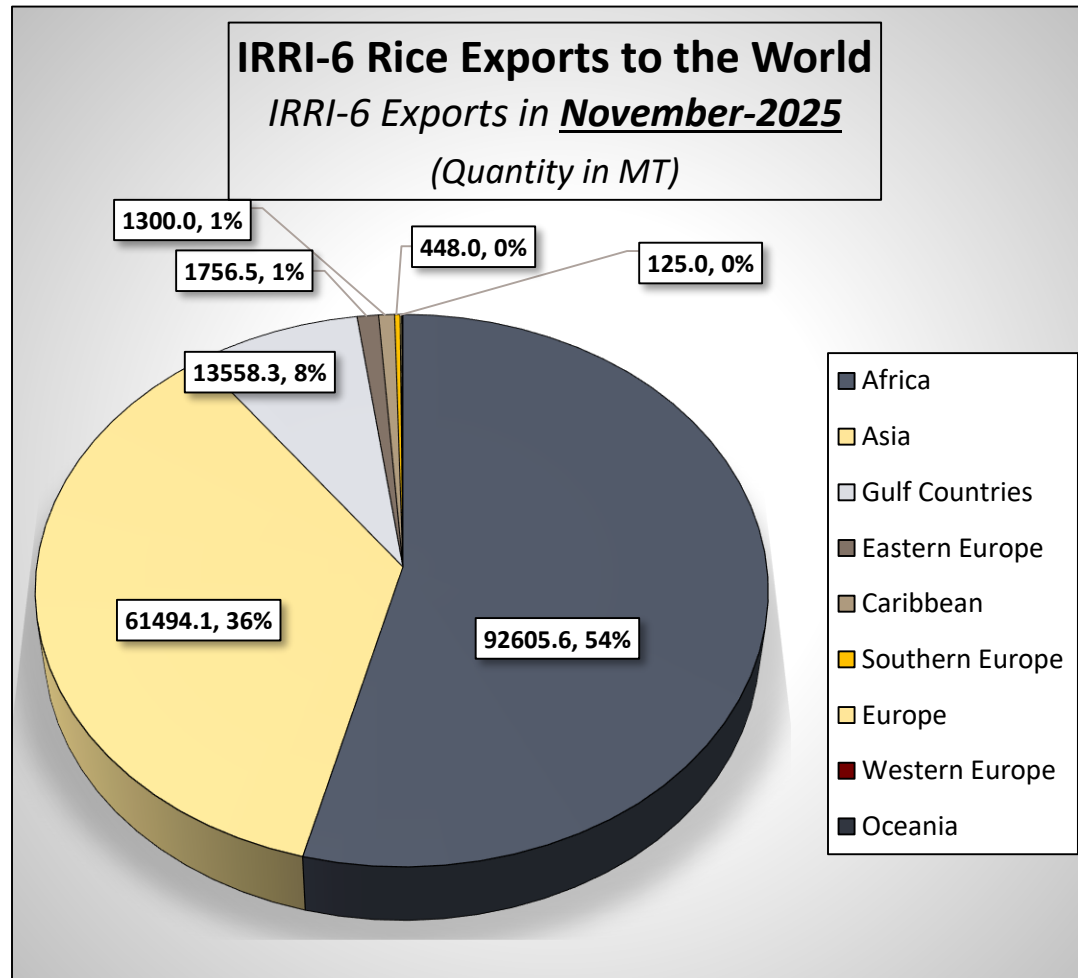
"Please note: Export data is compiled from Pakistani port records and may include minor discrepancies."

Mapping Traditional and Emerging Import Markets for Pakistani Non-Basmati Rice

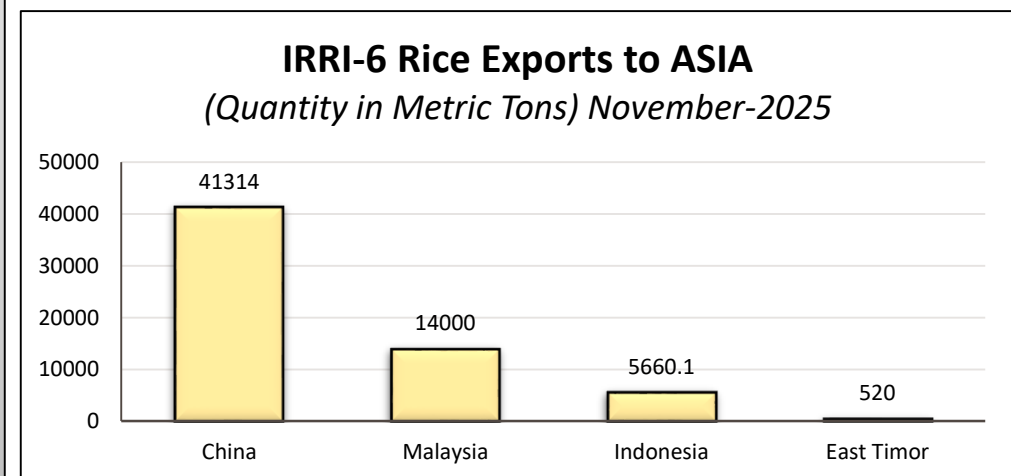
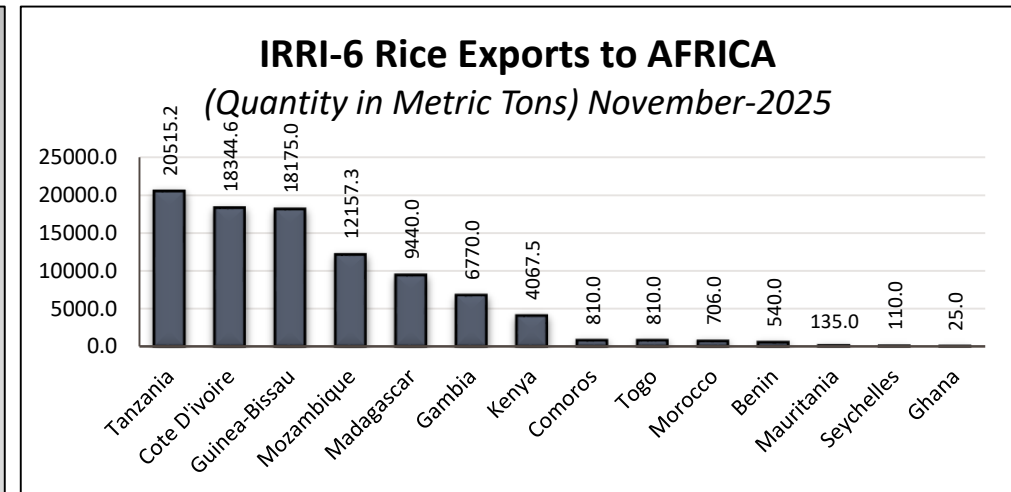
TRADITIONAL NON- BASMATI IMPORT MARKETS		
Region	Country	Key Highlights
Africa	Kenya	Largest buyer; ~252,000 MT in 2024. Customs value cut \$615 → \$460/MT ; duty-free quota of 500,000 MT till Dec 2025 ensures strong FY2025 demand.
	Mozambique, Madagascar, Tanzania, Djibouti, Cote d Ivoire	Long-time importers; steady demand for parboiled and broken rice, driven by government procurement.
GULF & Middle East	Iran	Imports IRRI and parboiled rice; trade continues through barter/private channels despite sanctions.
	UAE, Saudi Arabia	Steady buyers of IRRI and parboiled rice; UAE also re-exports Pakistani rice to GCC & North Africa.
South Asia	Afghanistan	Dependable market via border trade; imports mainly IRRI-6 and Sella rice
Southeast Asia	Malaysia	Has imported both IRRI and parboiled rice from Pakistan for public tenders

EMERGING NON-BASMATI IMPORT MARKETS		
Region	Country	Key Highlights
South Asia	Bangladesh	First-ever G2G rice deal signed in 2025 ; imports include parboiled and white rice
Southeast Asia	Indonesia	Govt. tenders led to ~61,000 MT import in 2024 ; continued interest in 2025
	Philippines	Philippines' import liberalization has opened new demand for Pakistani broken/parboiled rice.
Africa	Benin, Ghana, Nigeria	Strong demand for IRRI-6 and white rice via bulk shipments
Asia	China	5% broken rice and IRRI-6 for feed and processing; price-efficient preference
Central Asia	Uzbekistan, Tajikistan	Trial shipments underway; retail and wholesale demand rising
Latin America	Mexico, Cuba (exploratory)	Initial interest building through bilateral talks

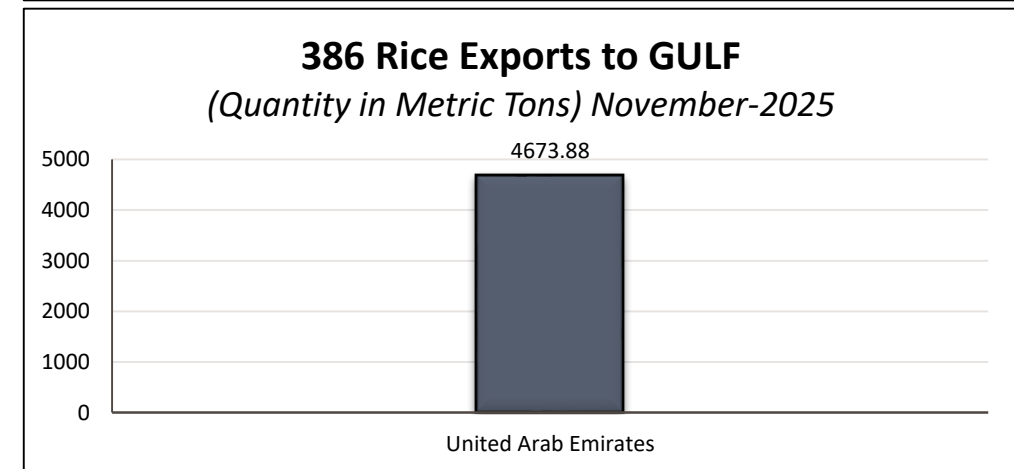
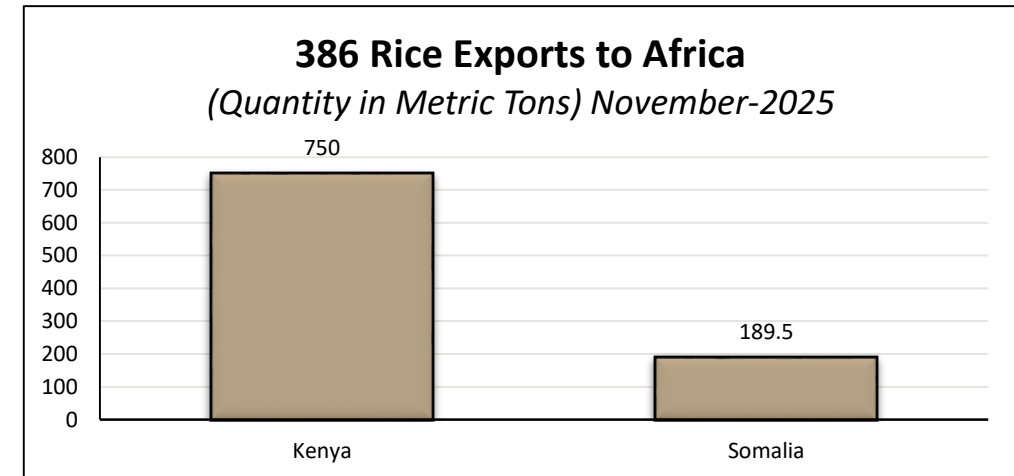
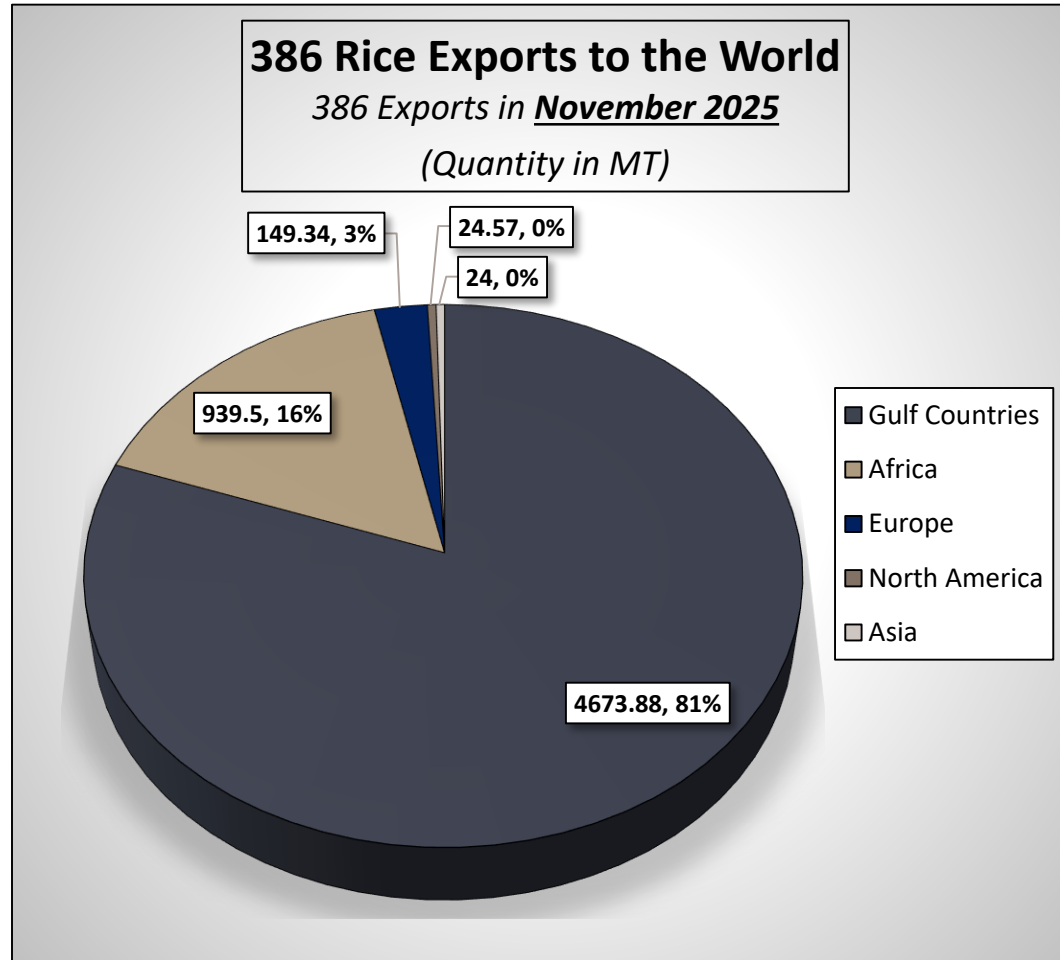
IRRI-6 Rice EXPORTS TO WORLD & MAJOR DESTINATIONS



"Please note: Export data is compiled from Pakistani port records and may include minor discrepancies."



386 Rice EXPORTS TO WORLD & MAJOR DESTINATIONS



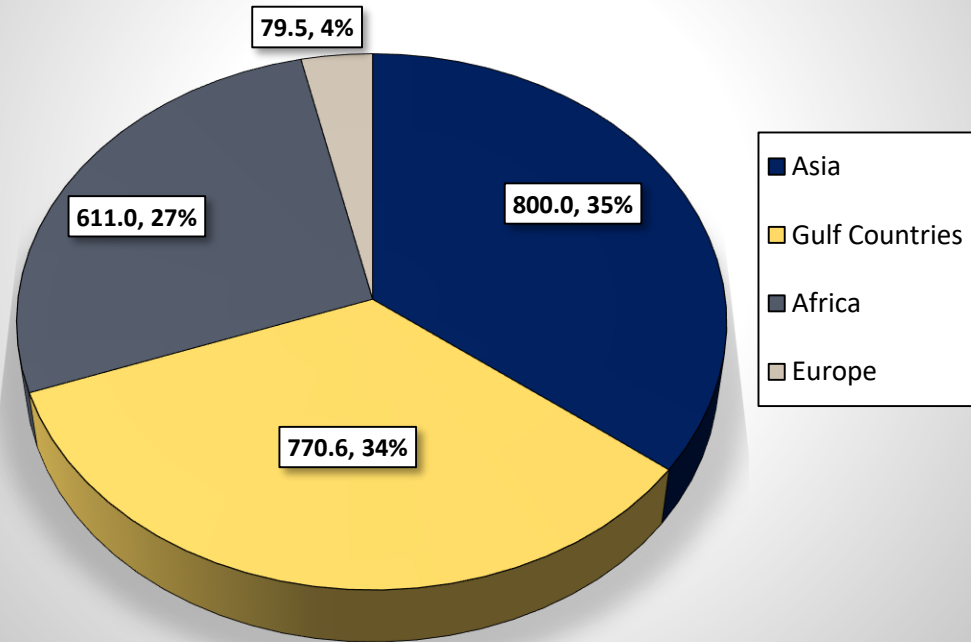
"Please note: Export data is compiled from Pakistani port records and may include minor discrepancies."

IRRI-9 Rice EXPORTS TO WORLD & MAJOR DESTINATIONS

IRRI-9 Rice Exports to the World

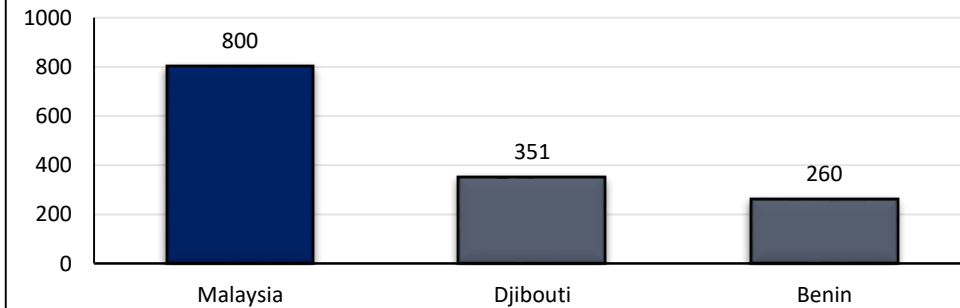
IRRI-9 Exports in **November-2025**

(Quantity in MT)



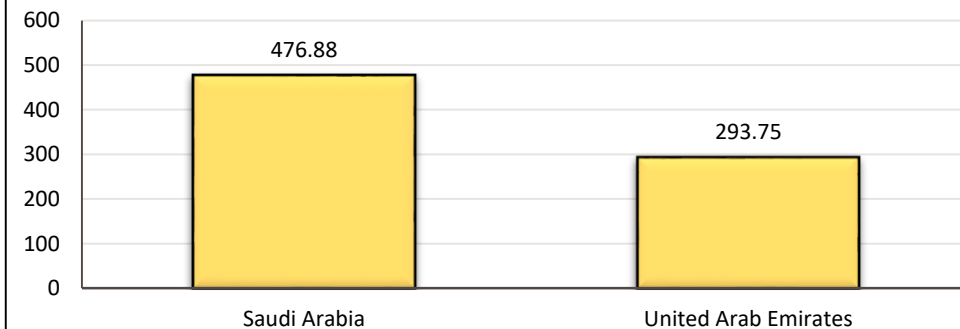
IRRI-9 Rice Exports to Asia & Africa

(Quantity in Metric Tons) November-2025



IRRI-9 Rice Exports to Gulf

(Quantity in Metric Tons) November-2025



"Please note: Export data is compiled from Pakistani port records and may include minor discrepancies."

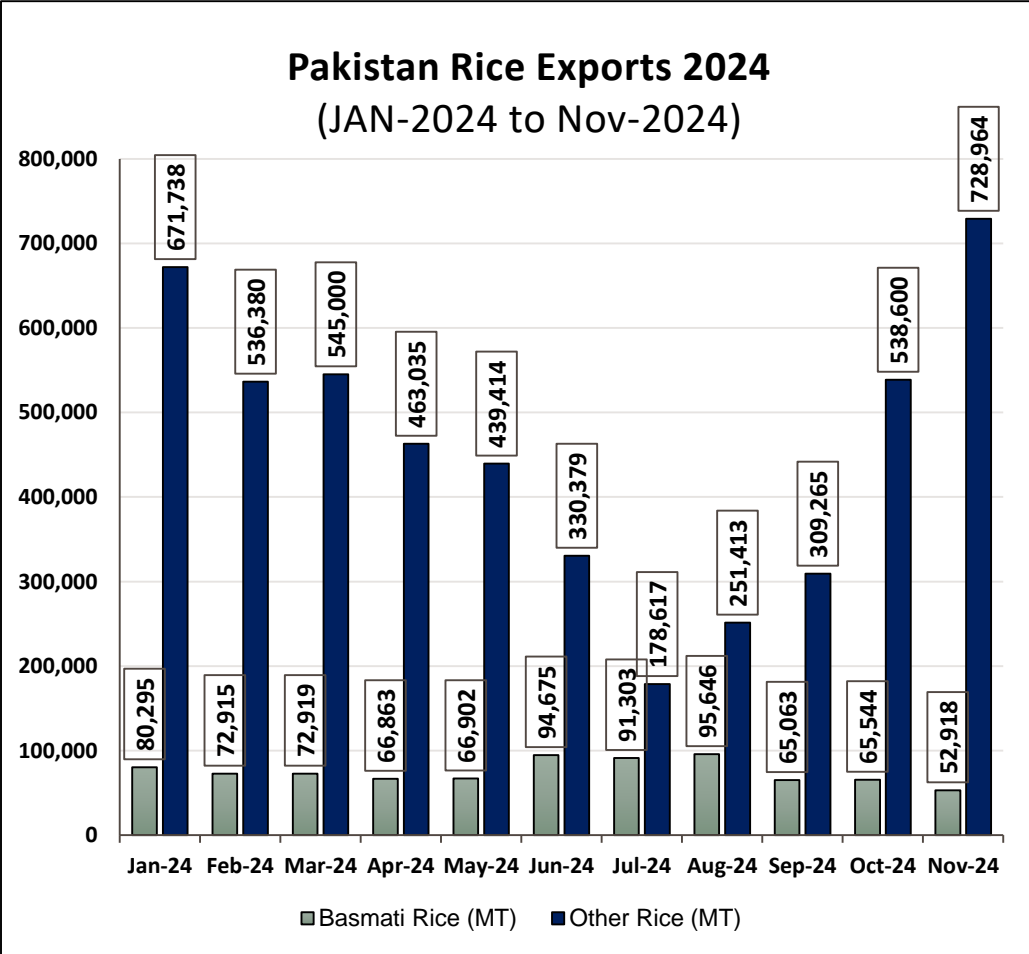
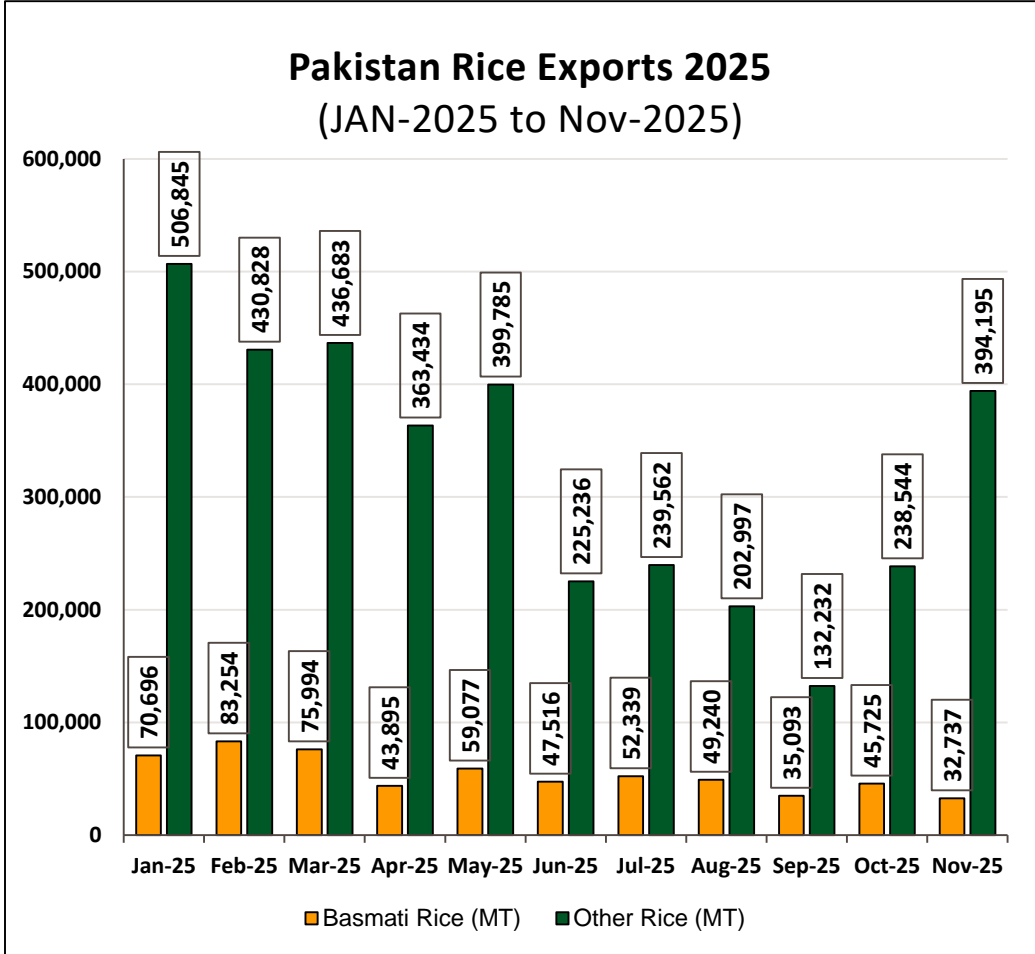
APPROVED BASMATI & NON- BASMATI VARIETIES OF PAKISTAN

APPROVED BASMATI VARIETIES	
Basmati -370	Kissan Basmati
Basmati C 622	NIAB Basmati 2016
Sultan Super Basmati	Noor Basmati
Basmati 198	Super Gold
Basmati 385	Super Basmati 2019
Super Basmati	NIBGE Basmati 2020
Basmati 2000	PK 2021 aromatic
Shaheen Basmati	KSK 111 H
Basmati 515	Sona Super Basmati
PK IRRI-6 aromatic	Vital Super Basmati
Punjab Basmati	NIAB HT 39
NIAB HT 18	NIAB S-39
GUARD 101	NIAB Super
Chenab Basmati	NIAB Basmati-2016

APPROVED NON-BASMATI VARIETIES	
IRRI-6	IRRI-9
KSK- 282	NIBGE GSR 8
KSK- 133	SKCB – 370-5-32
NIAB IRRI-9	
NIAB 2013	
KSK- 434	
NIBGE -5	
NIAB ST-9	
NIAB IRRI – 195	
KSK- 706	
NIBGE GSR 6	
NIBGE GSR 7	

Source: [Approved Basmati Rice Varieties](#)
[Approved Non-Basmati Rice Varieties](#)

PAKISTAN RICE EXPORTS COMPARISON: (2024 & 2025)

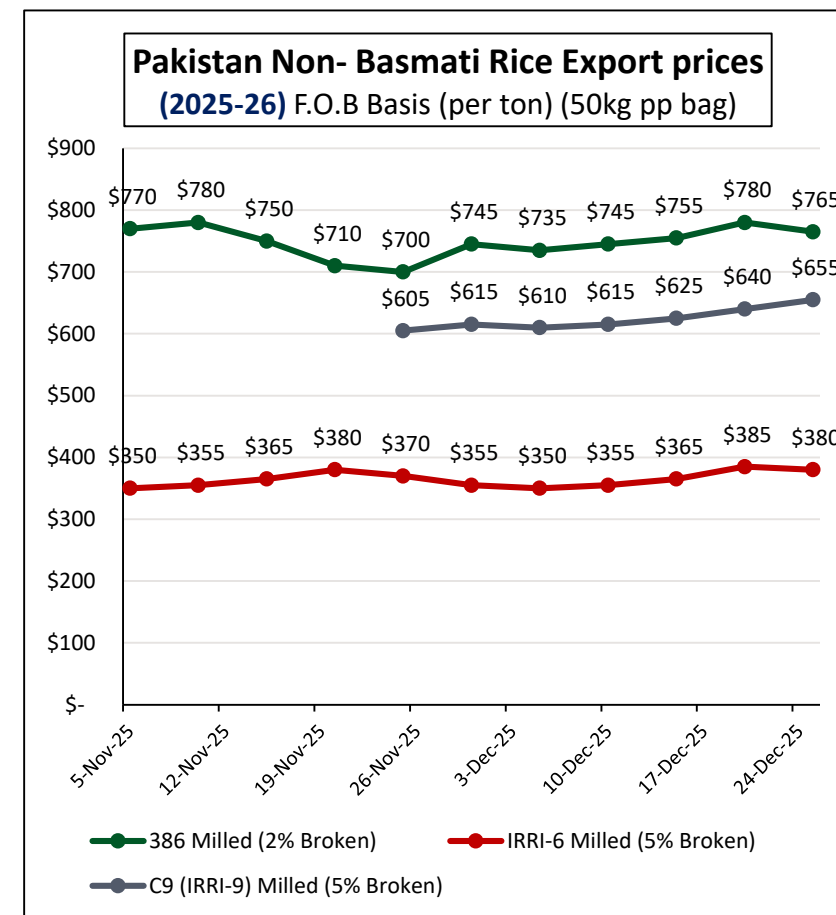
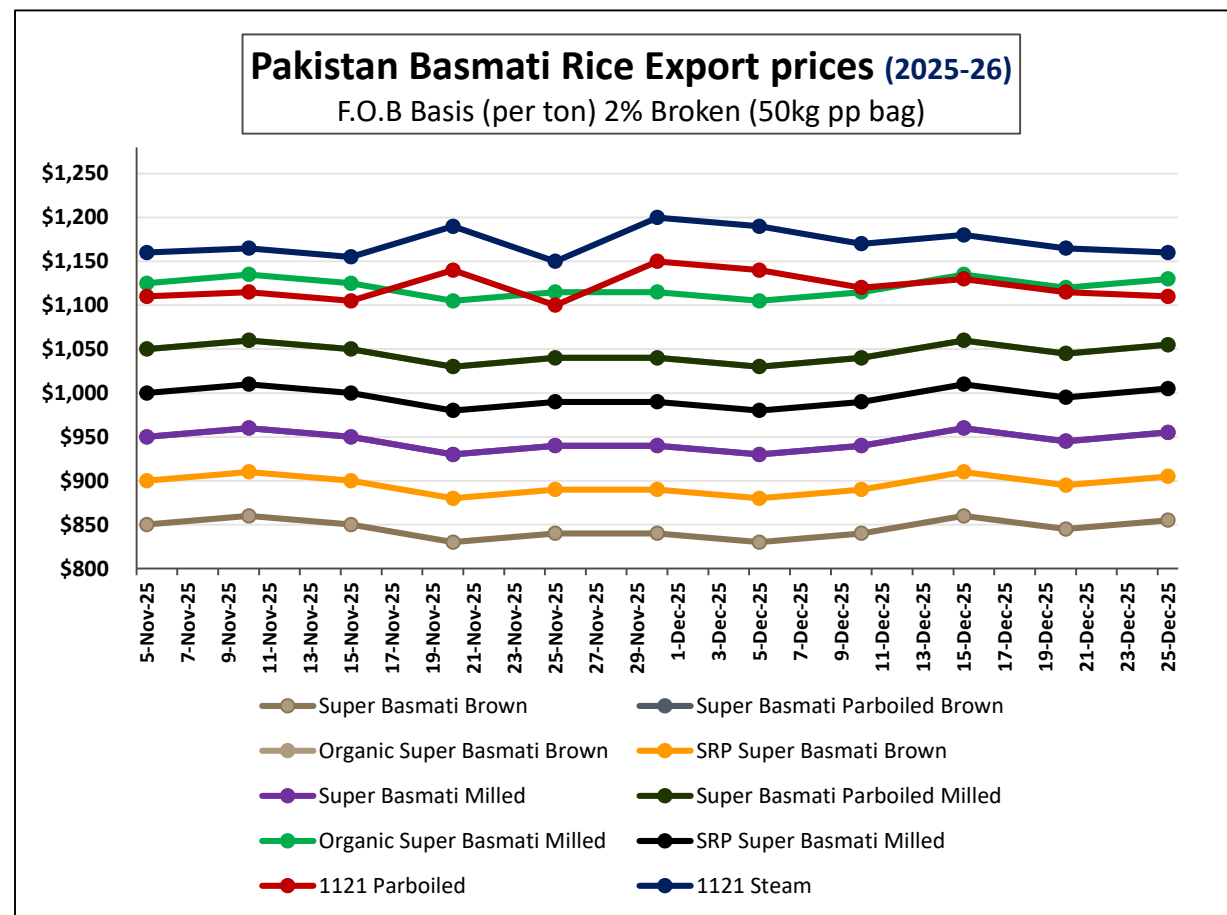


Source: Pakistan Bureau of statistics

PAKISTAN RICE PRICES COMPARISON:



EXPORT PRICES F.O.B BASIS (PER TON).



Note: (in 1st graph) Although 10 varieties are listed, only 8 price lines appear on the chart because: (Super Basmati Parboiled Brown and Super Basmati Milled share the same FOB prices) & (Organic Super Basmati Brown and Super Basmati Parboiled Milled also share the same FOB prices), **Updated on 25-December 2025.**

For more details on Pakistan market rice prices Please click here: [Pakistan Rice Market](http://www.RiceNewsToday.com)

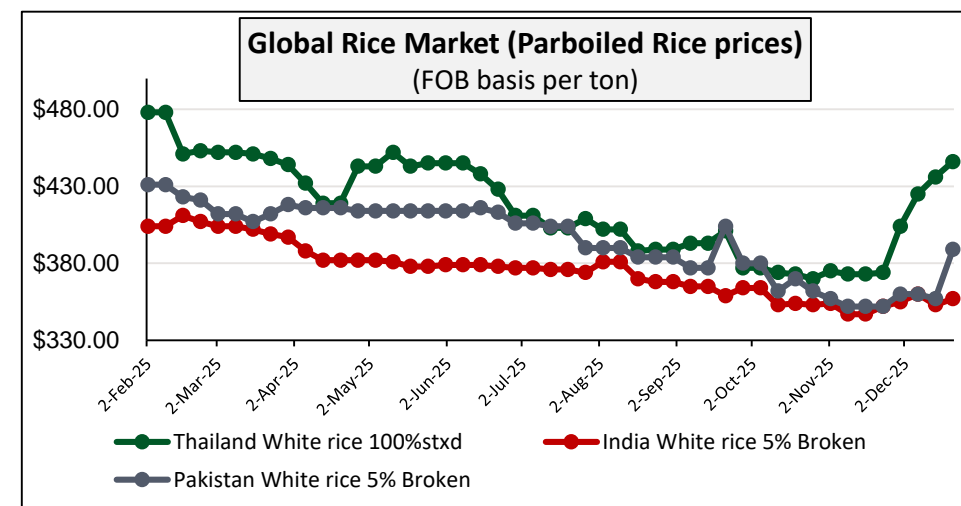
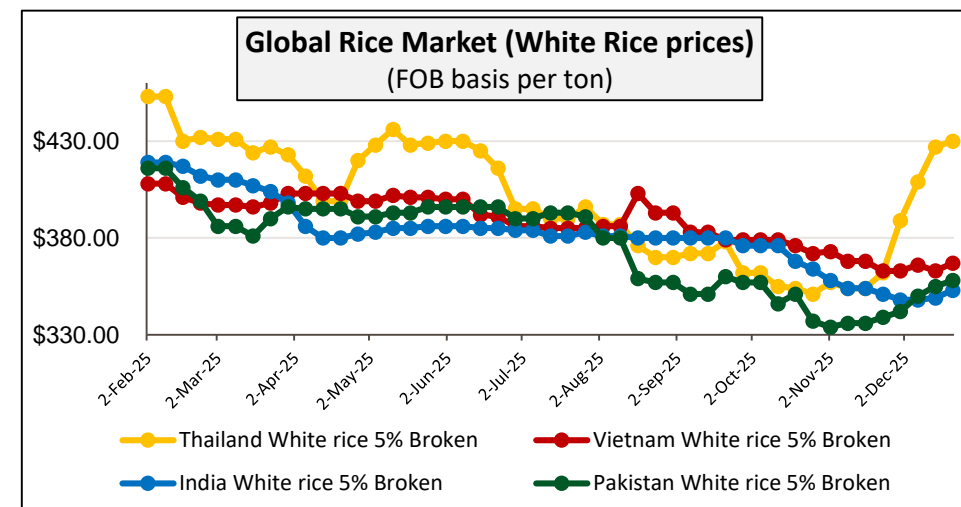
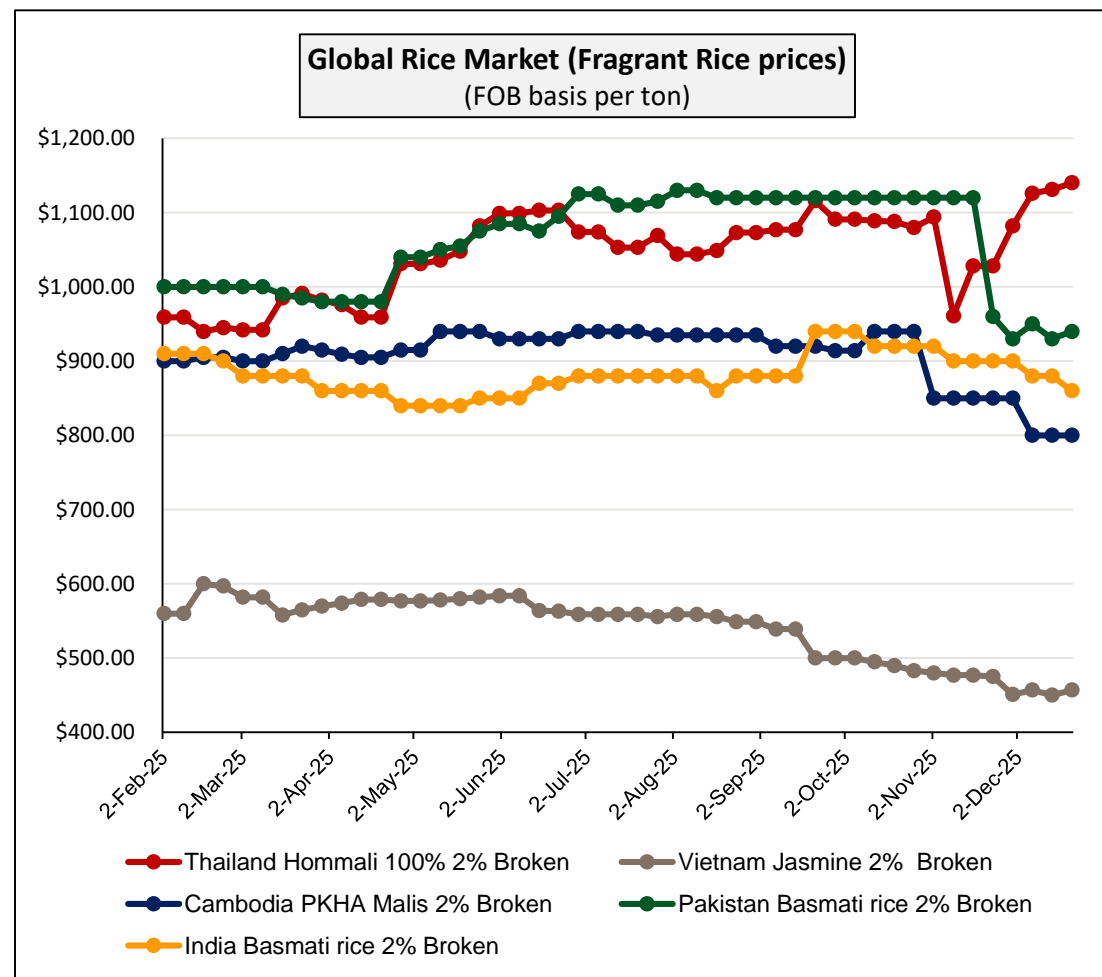
PAKISTAN RICE SECTOR – Key highlights of (December 2025)

- **REAP** raised serious concerns over **declining rice exports**, warning that many exporters are operating at losses due to burdensome taxation, policy uncertainty, and shrinking margins. **REAP Chairman Abdul Rahim Janoo** noted that **Pakistan's rice exports**, which had earlier peaked near **USD 4 billion**, are now on a downward trajectory, eroding investor confidence in the sector. *(3rd December 2025)*
- Pakistan's rice varietal base strengthened as **Guard Agricultural Research & Services Ltd** announced the commercial rollout of two new **Open-Pollinated (OP) Basmati varieties** – **Guard-101** and **Guard-102** – for the **2026 season**. The varieties offer **50–55 maunds per acre** yield potential, preserved basmati aroma and grain quality, and **DNA authentication** by **Eurofins**, reinforcing Pakistan's varietal integrity claims. *(8th December 2025)*
- **REAP warned of major export losses** amid a nationwide **transporters' strike**, citing severe disruptions to cargo movement, shipment delays, rising **demurrage and detention costs**, and risks of order cancellations. The association urged urgent government intervention to **restore logistics and safeguard** Pakistan's credibility in international **rice markets**. *(14th December 2025)*
- Pakistan's rice sector faces mounting pressure from **climate stress, water scarcity**, and **declining export** competitiveness amid **higher taxes**, financing costs, and India's return to **global markets**. Despite challenges, opportunities exist through climate-resilient varieties, water-efficient practices, mechanization, stronger seed certification, and stable **trade policies** positioning rice as a continued pillar of food security, rural incomes, and exports if reforms are executed decisively. *(15th December 2025)*
- **Iranian firm Jahad Sabz** issued an international tender to procure **10,000 MT of Pakistani 1121 white basmati rice**, with price bids due by December 30. The tender provided some support to basmati demand at a time when exporters remain concerned over slowing shipments and pricing pressures in key markets. *(19th December 2025)*
- Pakistan's rice exports recorded a sharp contraction in **July–November FY26**, with overall volumes down **40.02% YoY**, according to PBS data. **Non-basmati exports fell 39.70%**, while **basmati exports declined 41.79%**. In value terms, **rice exports plunged 49.24%**, driven mainly by volume losses amid India's return to **global markets**, higher domestic taxes, elevated financing costs, and **weakened price competitiveness**. *(25th December 2025)*

Source: News, Publications & Reports

GLOBAL RICE PRICES COMPARISON:

EXPORT PRICES F.O.B BASIS (PER TON)



For more details on global rice prices Please click here: [Global Rice Market](https://www.ricenewstoday.com/global-rice-market)

(All prices updated on 21, Dec 2025) Source: TREA (Thai Rice Exporters Association)

Hot Issue This Month – Rice on the Trade Frontline as U.S. Tariff Threats Escalate



Trump’s tariff warnings on Indian rice expose global trade tensions, with limited impact on exports but rising costs for consumers

India says no dumping in premium basmati rice exports to US

- **U.S. President Donald Trump** threatened new tariffs on **Indian rice**, accusing India and other suppliers of “**dumping**” cheap imports that undercut American farmers. The move is linked to rising production costs in the **U.S. farm sector**, with projected losses of **USD 43 billion**, prompting Washington to announce **USD 12 billion in farmer aid**, partly funded through tariffs.
- **India firmly rejected dumping allegations**, stressing that over **80% of its rice exports to the U.S. are premium basmati**, which commands higher prices and caters to specific cultural demand. Indian officials confirmed that no U.S. anti-dumping investigation has been initiated, and **basmati exports** are not directly substitutable with **U.S.-grown rice**.
- Despite a **50% tariff hike**, Indian rice exports remain resilient, with exporters passing higher costs on to U.S. consumers. In **FY2024–25**, India exported **274,213 MT of basmati rice** worth **USD 337.1 million to the U.S.**, making it the **4th largest basmati market**, while **non-basmati** shipments remained limited.
- Broader **trade tensions continue to cloud negotiations**, as tariff threats intersect with disputes over fertilizers, energy trade, and visas. A U.S. trade delegation is expected to visit New Delhi, while India accelerates market diversification to reduce reliance on the U.S.
- The policy standoff highlights unintended consequences, where tariffs raise retail prices for American consumers without significantly **curbing Indian exports**. With flexible demand and alternative markets available, **Indian rice trade remains** largely insulated, underscoring the limits of protectionist measures in **globally integrated food markets**.

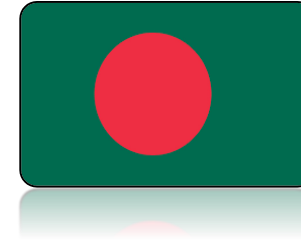
Source: News, Publications & Reports

MAJOR GLOBAL NEWS HIGHLIGHTS OF (December 2025):



- **India's rice stocks surged nearly 12% YoY to a record 57.57 million tons by December 1**, driven by heavy paddy procurement under MSP. The surplus may allow India to boost exports, pressuring rival suppliers. **With export curbs lifted**, a weaker rupee, and ample private stocks, shipments are expected to **rise about 25% to a record 22.5 million tons**.
- **India's rice exports remained flat at USD 7.3 billion during April–November FY25**, as **higher global stocks, strong crop output, US tariffs**, and **Iran's economic crisis** weighed on demand. November exports **fell 30% YoY**. A weaker **Iranian rial** and import delays hurt basmati shipments, though India retains a **35–40% global market share**.
- **India is projected to harvest a record 152 million tonnes of rice in MY 2025/26**, supported by expanded sowing, favorable weather, and a shift from cotton to rice, **USDA said**. **Kharif rice output is estimated at 124.5 million tonnes, up YoY**. Higher production could further strengthen India's export capacity and **pressure global rice markets**.

Source: News & Publications



- **Bangladesh's rice output is projected to rise to 3.76 crore tonnes in MY26 from 3.66 crore tonnes in MY25**, driven by higher acreage and a strong Aman harvest, **USDA said**. Aus production is also revised upward, while **Boro output** remains steady. Despite higher production, retail rice prices increased due to rising input costs and **supply chain** inefficiencies.
- Following unrest in **Bangladesh**, some **Indian exporters are urging a ban on rice exports**, citing security risks and diplomatic tensions after attacks on **Indian missions**. **Exporters argue India should avoid low-priced bids or raise offers**, especially as **Bangladesh plans large rice imports**. Despite concerns, Indian rice remains the most price-competitive in global tenders.
- **Wholesale prices of coarse and medium rice in Dhaka have eased** with the **new Aman harvest**, but retail prices remain largely unchanged, while farmers struggle to get fair **paddy prices and premium varieties like polao rice stay high**.

Source: News & Publications

MAJOR GLOBAL NEWS HIGHLIGHTS OF (December 2025):



- Thailand has set a **2026 rice export target of 7 million tonnes** amid intense global competition, pressure from India's large stock releases, and potentially **weaker import demand** from key markets. **Exports in 2025** declined sharply year-on-year, prompting a focus on **G2G deals** and expansion into **Middle East, African, and premium markets** to support shipments.
- **Thailand's rice exports** are under **heavy pressure** as a **strong baht** has pushed prices far above competitors, making **Thai rice up to US\$50** per tonne more expensive and causing buyers to pull back. Exporters warn shipments could fall **sharply in early 2026**, with **fragrant and jasmine rice** losing market share to **Cambodia, Vietnam, India and Pakistan**.
- **Thailand's GI-certified rice** generated over **8 billion baht** in economic value during the **first nine months of 2025**, supported by strong domestic and international demand. A total of **24 GI-registered rice varieties** from **31 provinces** helped improve incomes for more than **600,000 farming households**, led by **Phayao Hom Mali rice**.

Source: News & Publications



- **Vietnamese rice exporters** have urged government support after the **Philippines tightened import curbs**, disrupting shipments and pushing prices lower, with fears of a four million-ton surplus from the upcoming harvest. While **Vietnam** still expects around **8 million tonnes of exports**, shipments and values have **fallen sharply in 2025**, prompting calls to diversify markets toward the **Middle East and Africa** and stabilise prices through stockpiling.
- Vietnam is focusing on building a stable, **high-quality and sustainable rice** supply chain for future exports amid global uncertainty, stricter standards and slowing demand. Despite a **decline in export volume and value in 2025**, rising demand from markets like **China, Bangladesh and Africa**, along with efforts to expand sustainable rice production, is expected to support **exports in 2026**.
- Vietnamese rice prices have dropped as the **Philippines, its largest market**, temporarily halted imports, raising fears of a surplus from the upcoming **Winter-Spring crop**. Exporters are urging government support, stockpiling measures, and a shift toward alternative markets such as Africa, West Asia and Bangladesh.

Source: News & Publications

UPCOMING EVENTS:



5TH ANNUAL Sustainable Foods 2026

Date: January- 28, 2026 to January -29, 2026

Locations: Business Design Centre, London



Gulf Food Fair 2026

Date: January- 26, 2026 to January -30, 2026

Locations:

- Dubai world trade center
- Dubai expo city

For more details, please click here: [Global Rice Events](#)



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