

RICE MARKET REPORT

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

Monthly report *"July 2025 Edition"*

Dated: 20th July 2025

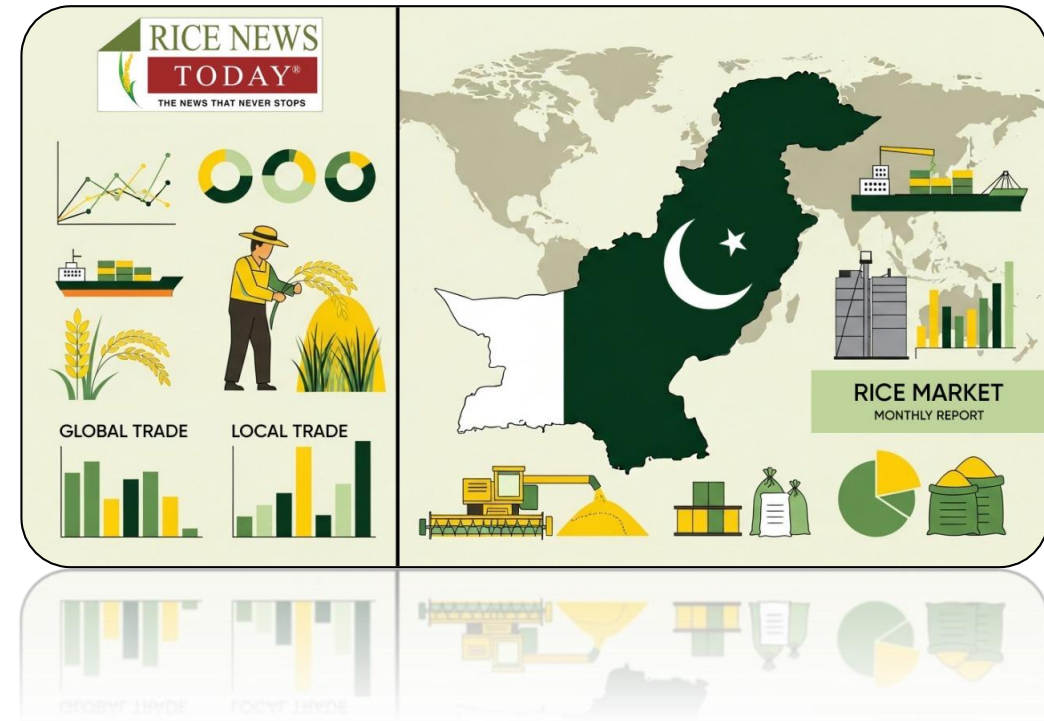


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Mapping Traditional and Emerging Import Markets for Pakistani Basmati Rice

TRADITIONAL BASMATI IMPORT MARKETS		
Region	Country	Key Highlights
Europe & UK	UK, Italy, Belgium, Netherlands, Germany	~67% share in brown Basmati segment (Mar 2025); zero-duty access; strong price premium
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 segments; niche organic, low-residue demand

EMERGING BASMATI IMPORT MARKETS		
Region	Country	Key Highlights
Southeast Asia	Malaysia	Increased interest post-India disruption; mix of retail and industrial buyers
	Indonesia	Imported both parboiled and aromatic rice; rising demand
	Philippines	New entry point with public-sector 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

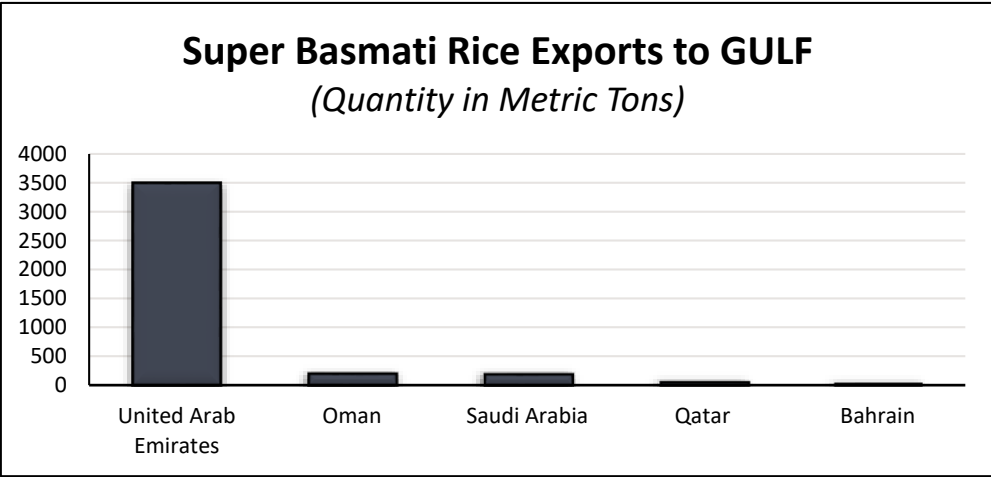
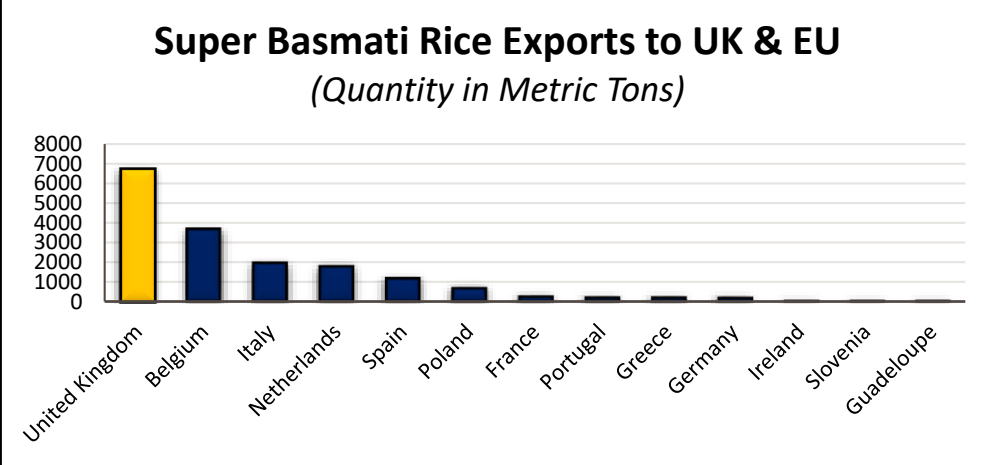
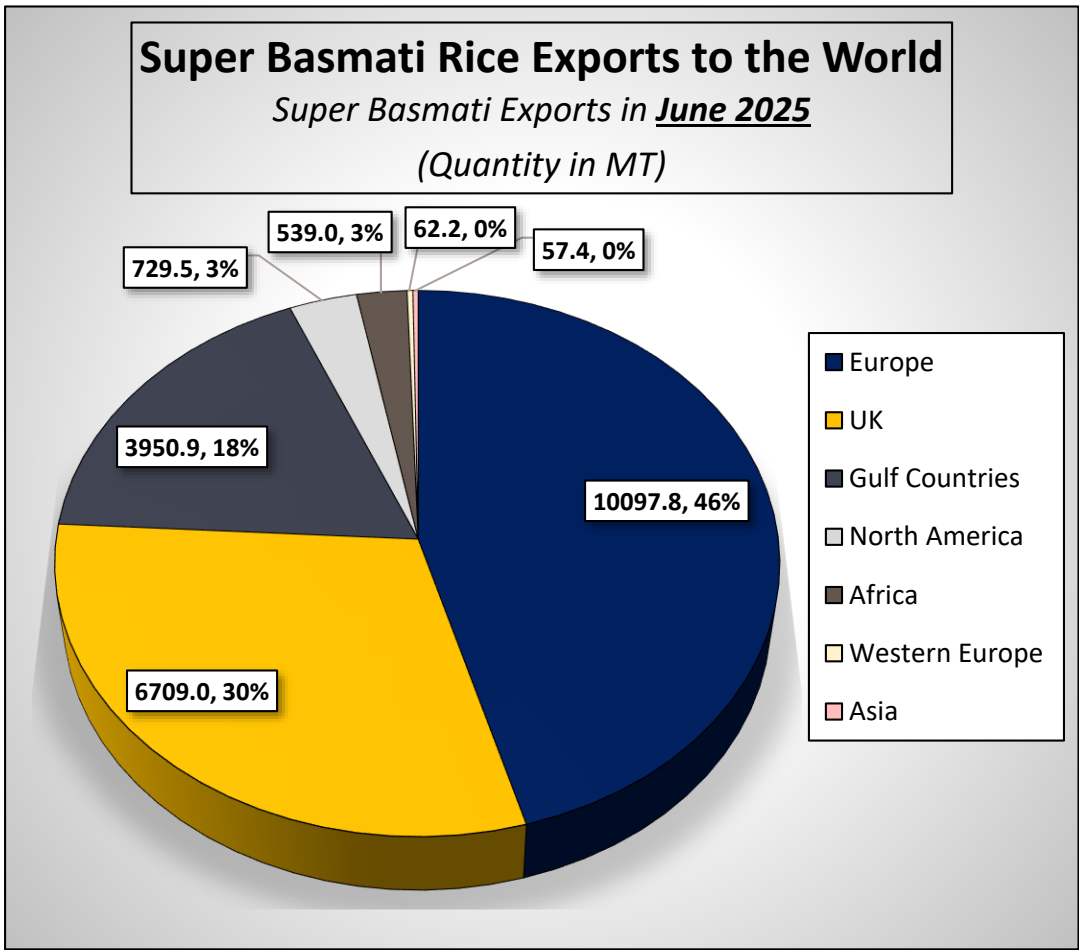
Top 10 Import Markets of Pakistani Basmati Brown Rice

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	~3%	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	~1.5%	Small but steady importer of low-pesticide brown rice

Estimated based on REAP, Volza, and COMTRADE shipping data from 2023–24. Country-level FY2024–25 stats to be confirmed post PBS/TDAP release.

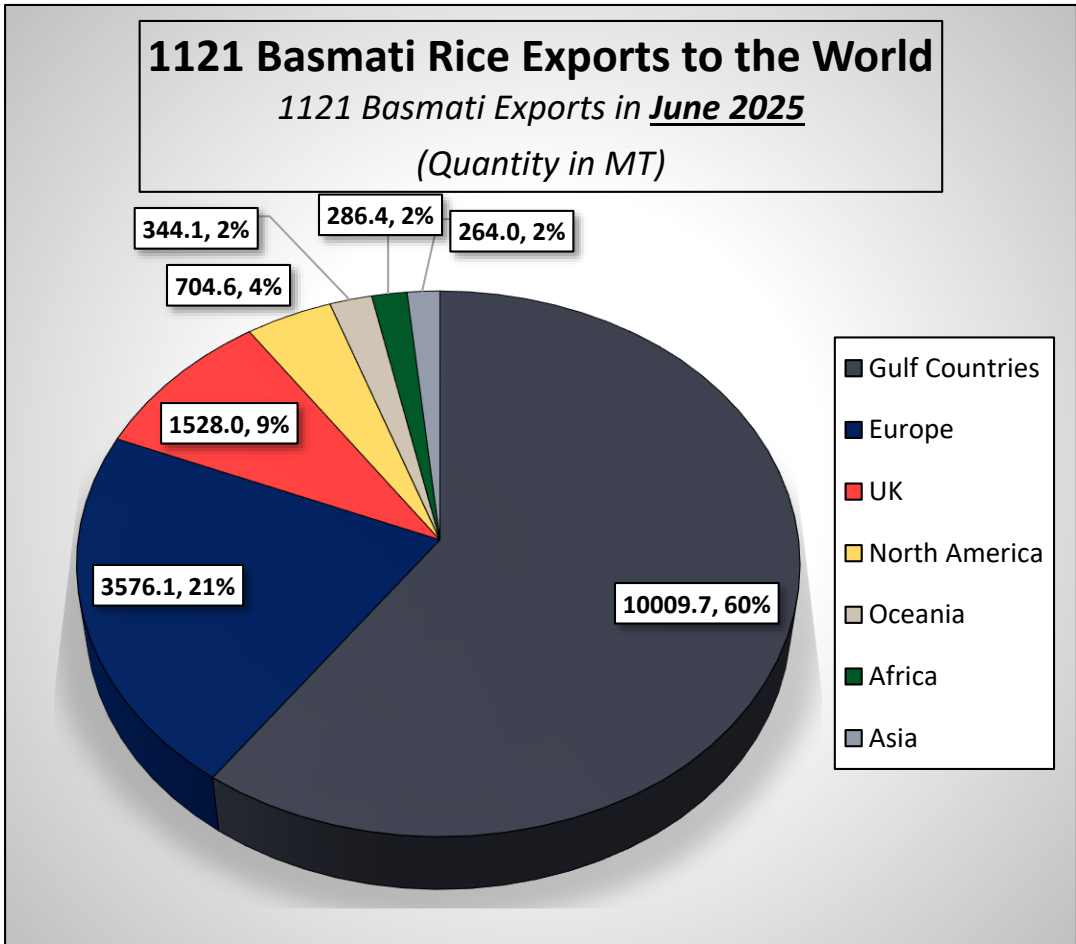
- These countries collectively account for ~90%+ of Pakistan’s **Basmati brown rice exports**.
- **EU** and **UK** remain critical due to zero-duty access and preference for brown rice in retail and processing chains.
- Early **FY2024–25** data (**Jul–Aug**) confirms **86,761 MT** of brown rice exports to **32 countries**, with these **10** leading the volume share.

SUPER BASMATI EXPORTS TO THE WORLD & MAJOR DESTINATIONS

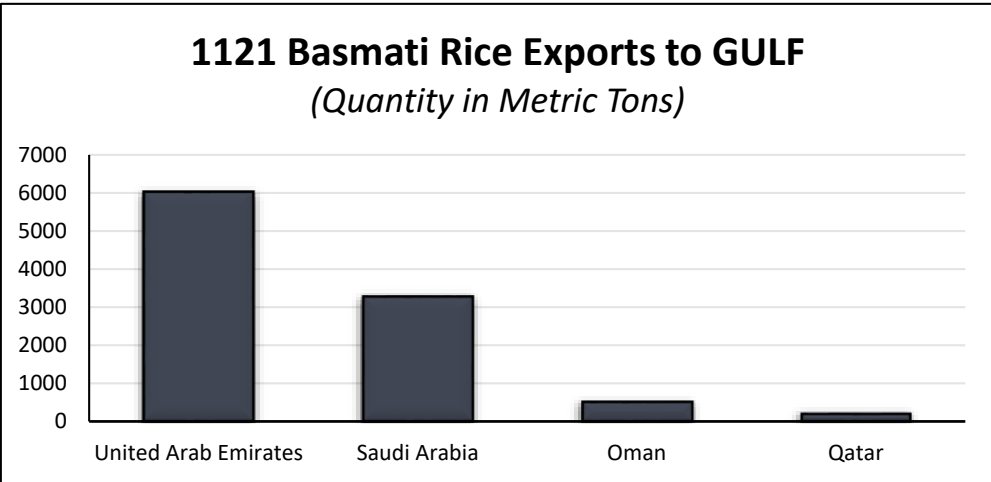
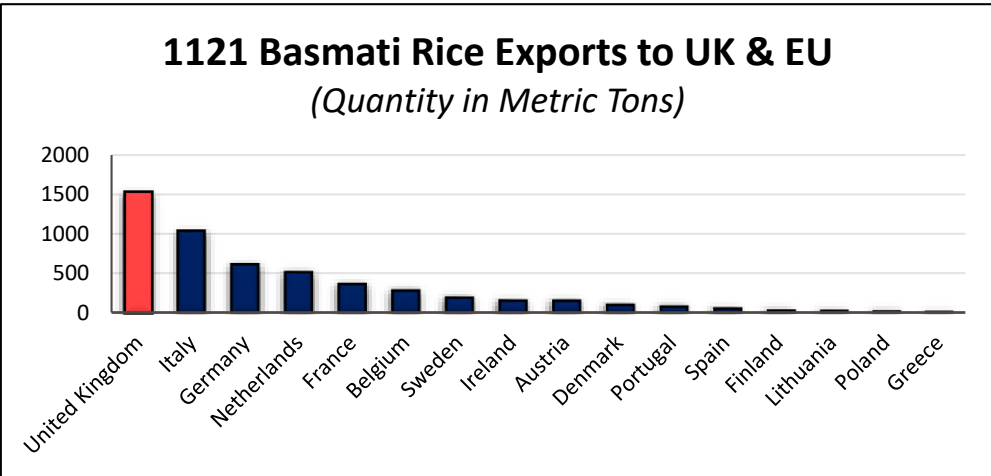


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1121 BASMATI EXPORTS TO WORLD & MAJOR DESTINATIONS



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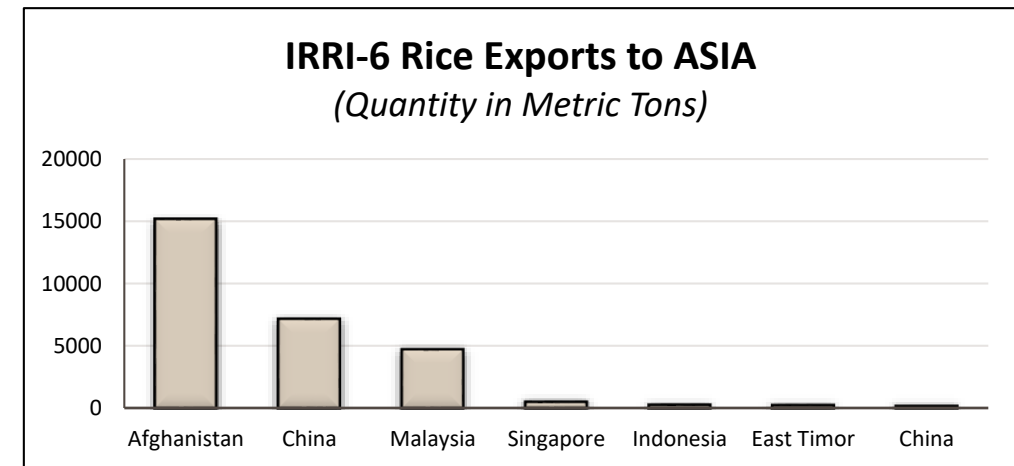
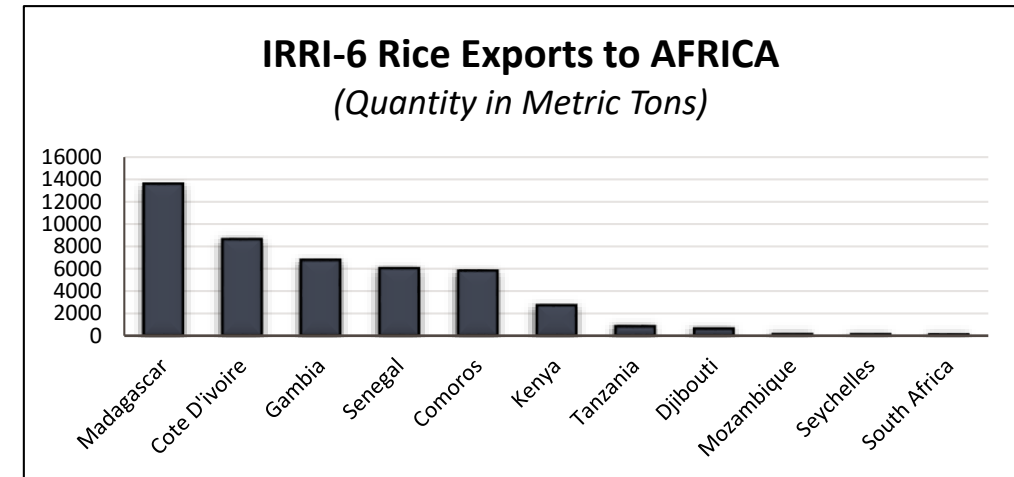
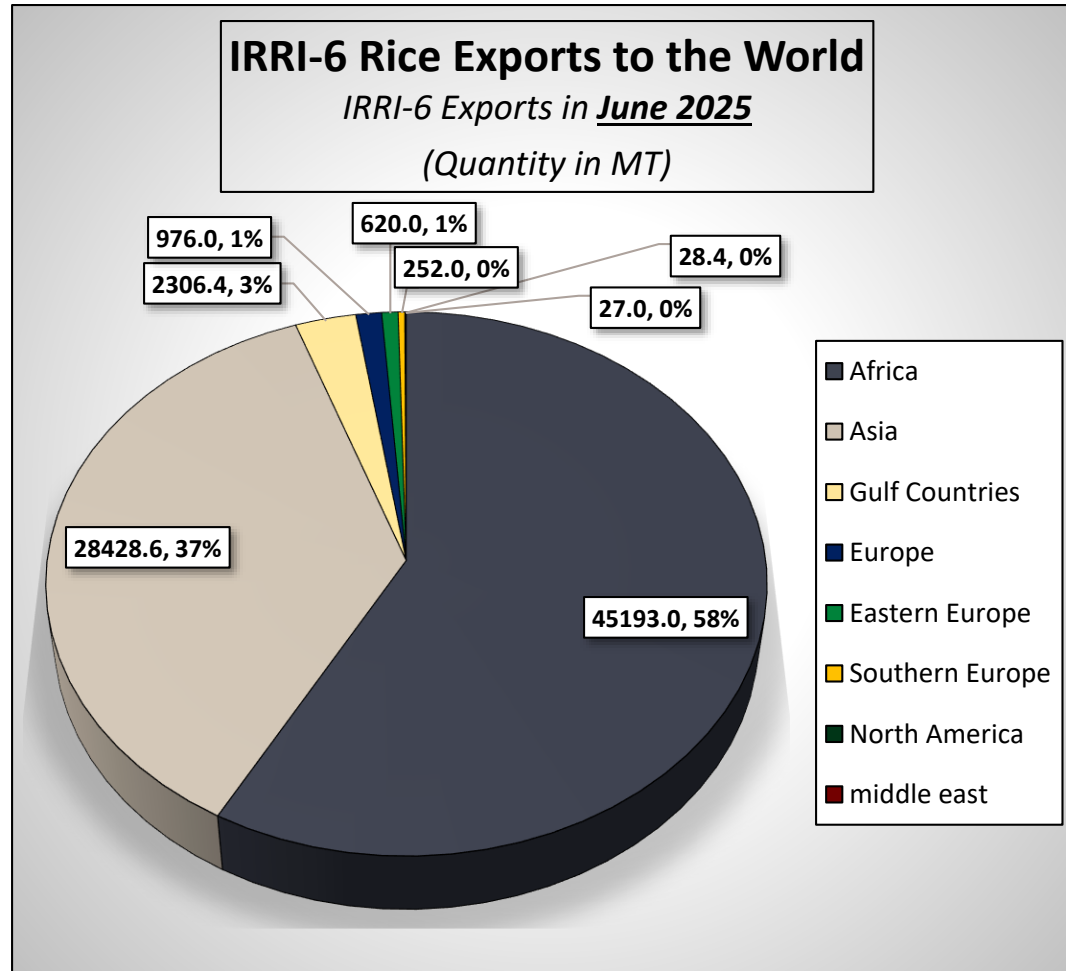


Mapping Traditional and Emerging Import Markets for Pakistani Non-Basmati Rice

TRADITIONAL NON- BASMATI IMPORT MARKETS		
Region	Country	Key Highlights
Africa	Kenya	Major buyer (~108,000 MT Jul–Mar 2024); consistent demand for white and broken rice
	Madagascar, Djibouti, Cote d Ivoire	Long-time importers; price-sensitive markets with repeat tenders
GULF & Middle East	Iran	Imports IRRI and parboiled rice; trade through barter and private deals
	UAE, Saudi Arabia	Steady demand for IRRI and parboiled for labor camps, hotels, food service
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

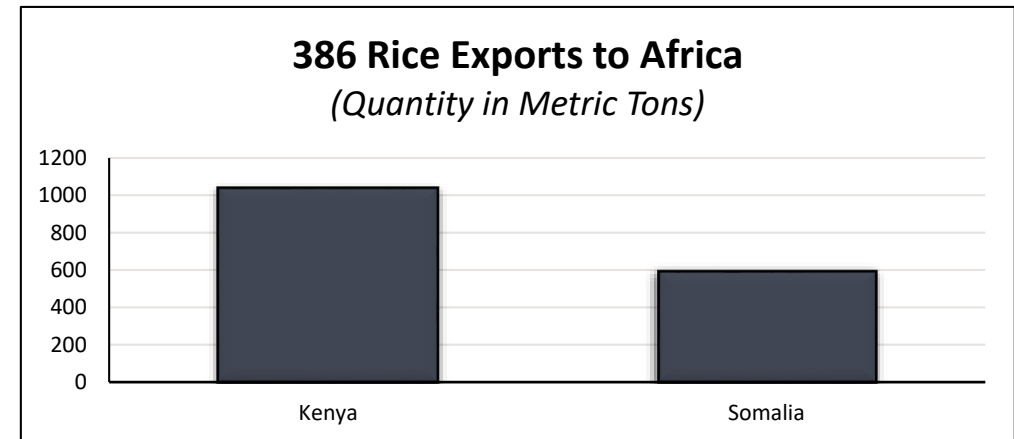
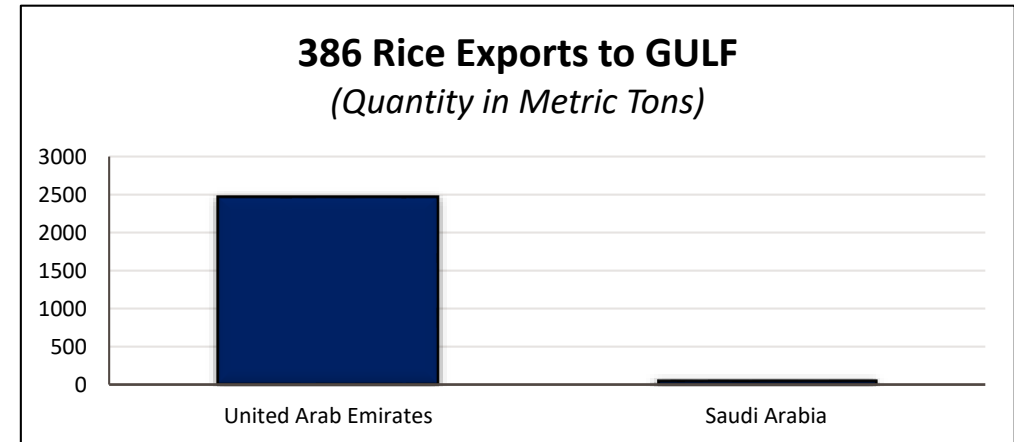
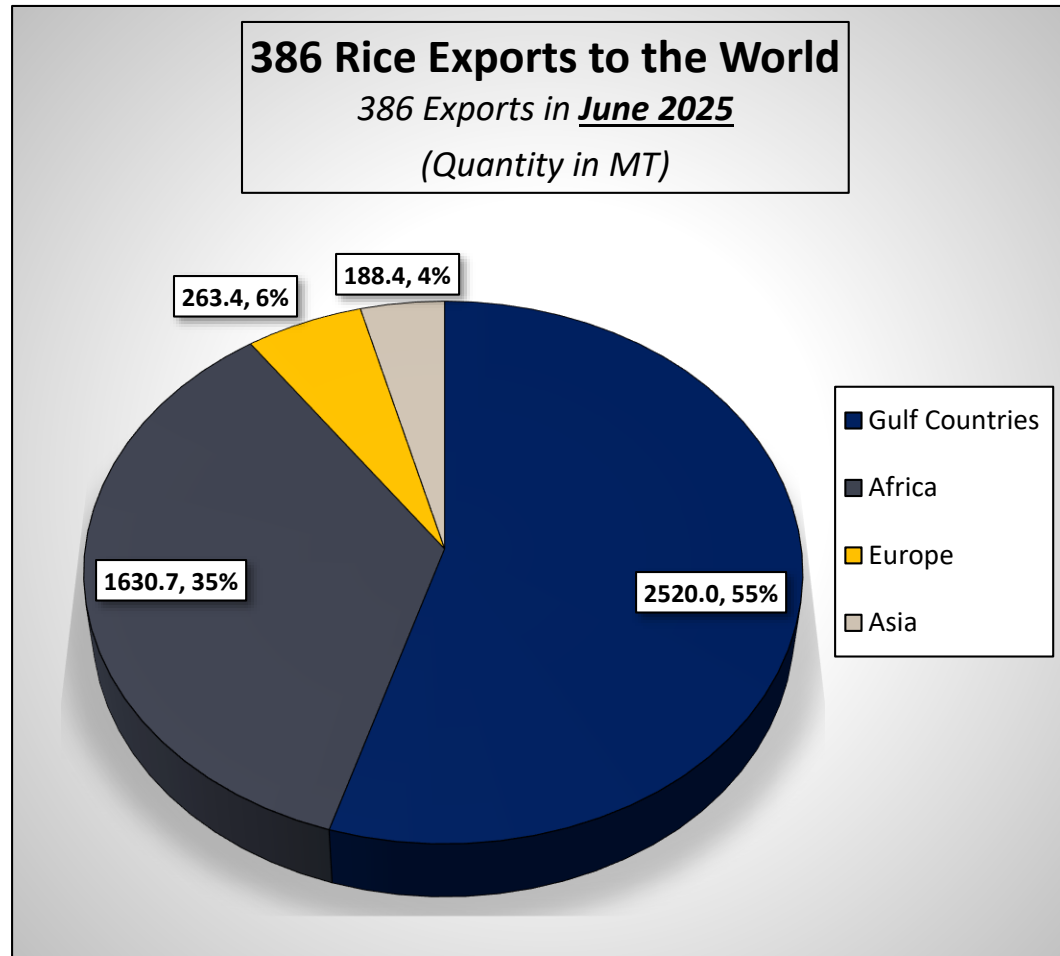
EMERGING NON-BASMATI IMPORT MARKETS		
Region	Country	Key Highlights
South Asia	Bangladesh	First-ever G2G rice deal signed in 2025 ; imports include parboiled and white rice
Southeast Asia	Indonesia	Govt. tenders led to ~61,000 MT import in 2023–24 ; continued interest in 2025
	Philippines	Public-sector rice procurement underway
Africa	Benin, Ghana, Nigeria	Strong demand for IRRI-6 and white rice via bulk shipments
Far East 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



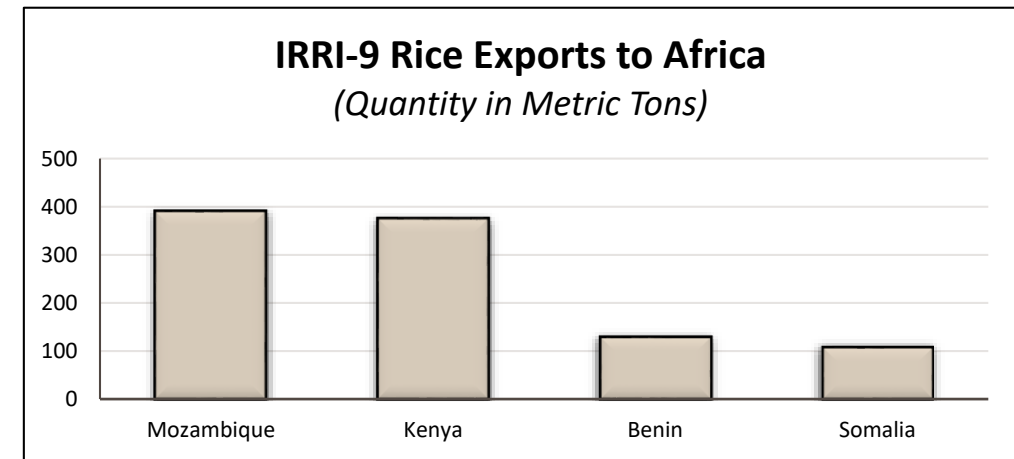
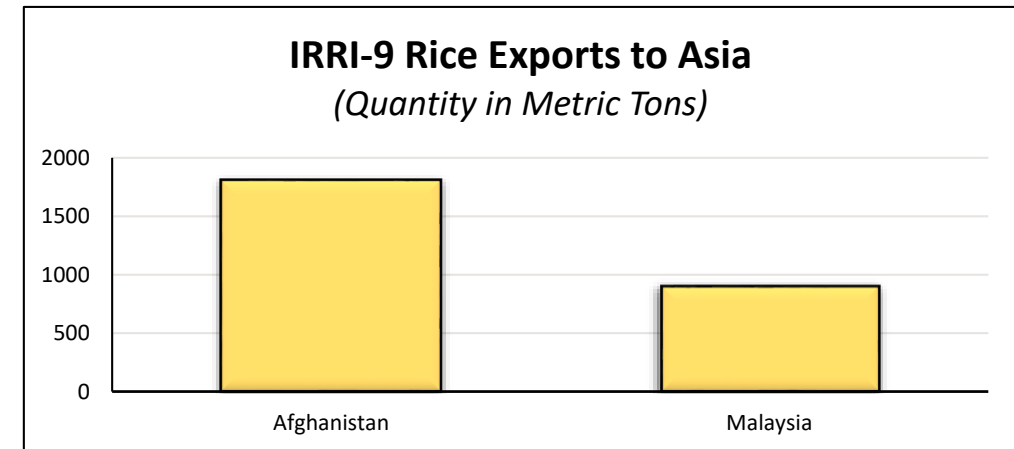
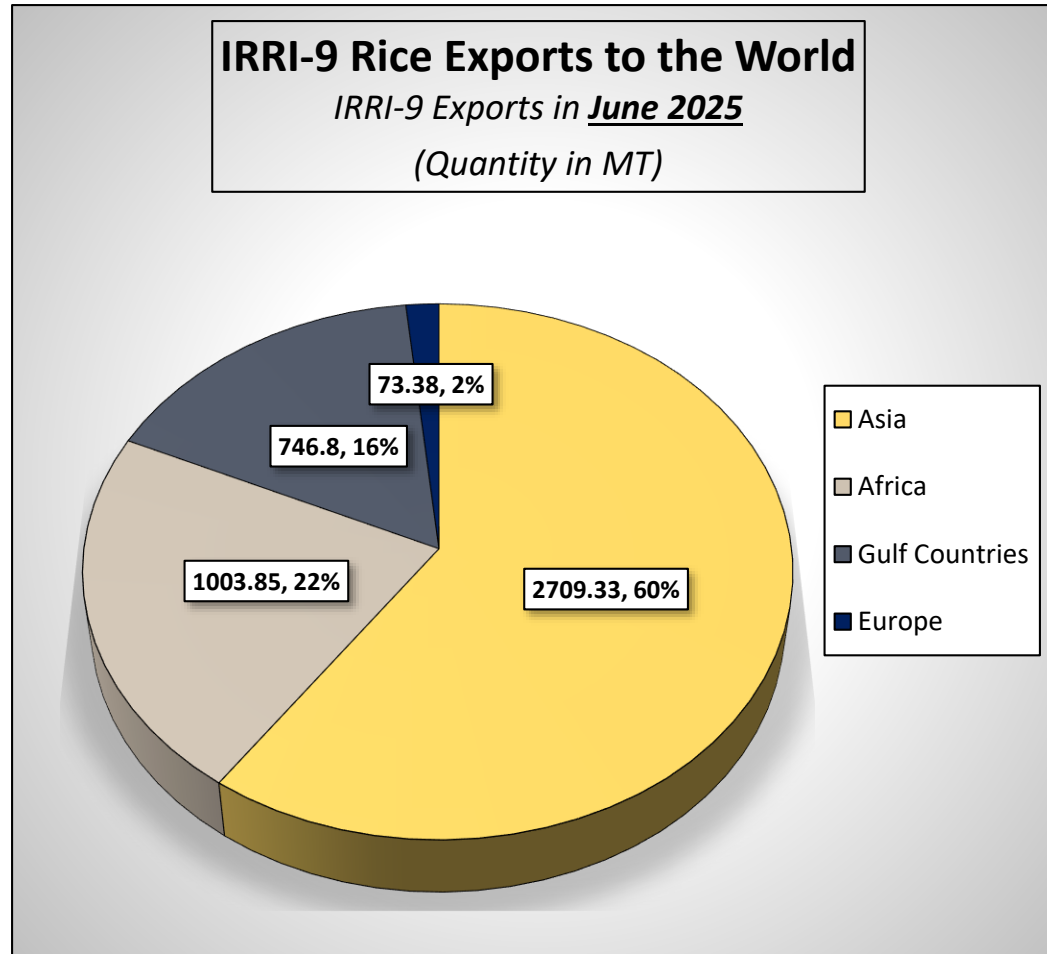
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386 Rice EXPORTS TO WORLD & MAJOR DESTINATIONS



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IRRI-9 Rice EXPORTS TO WORLD & MAJOR DESTINATIONS



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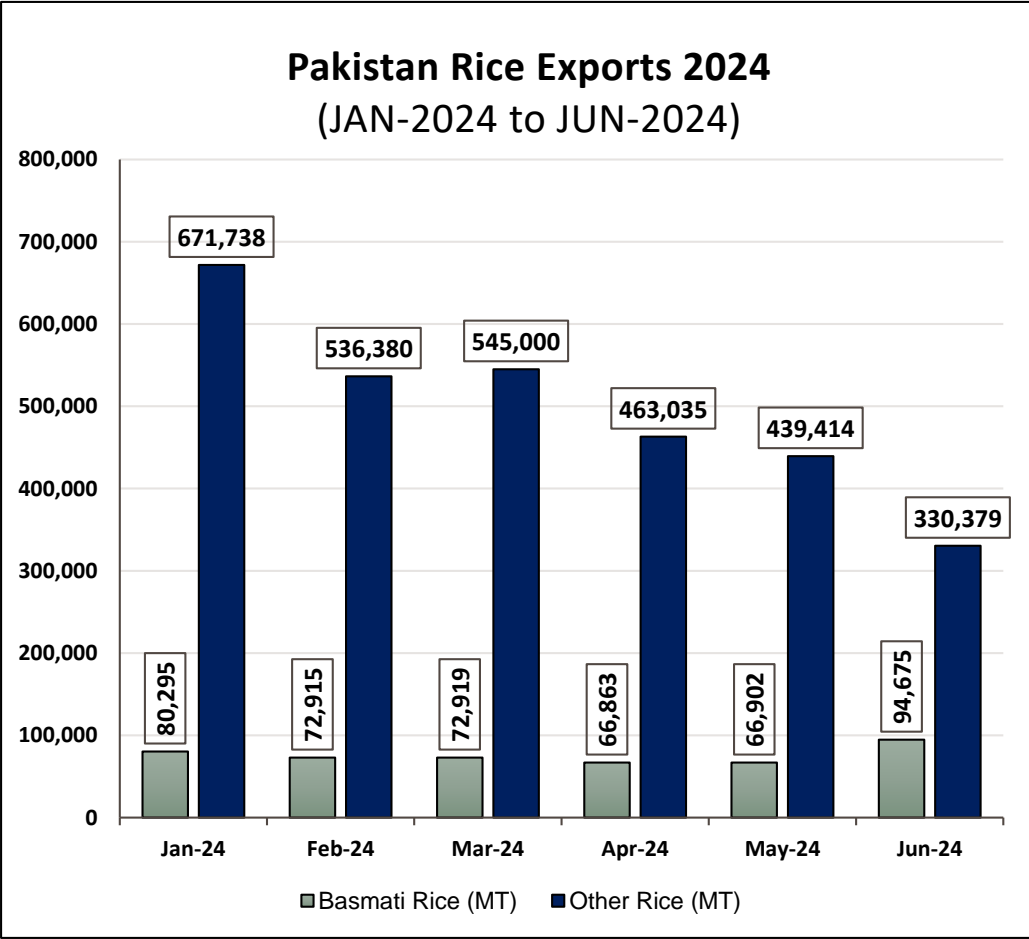
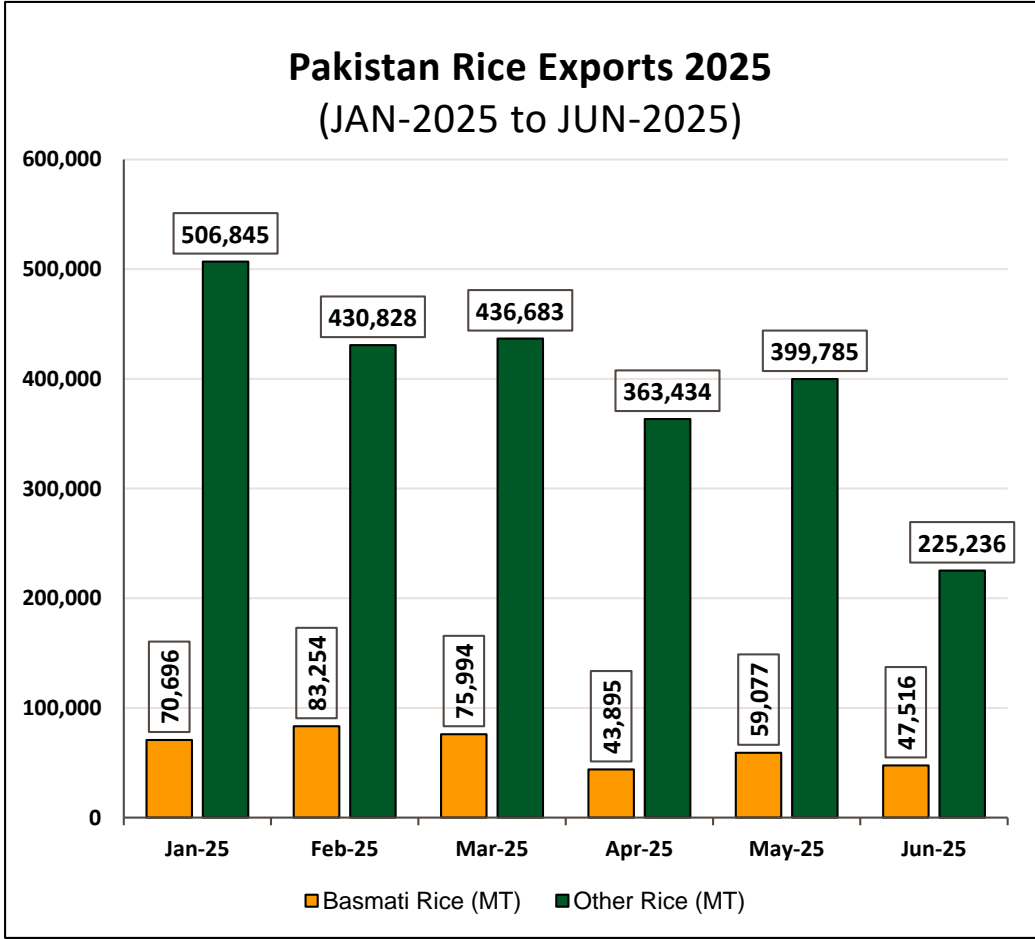
APPROVED BASMATI & NON- BASMATI VARIETIES OF PAKISTAN

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)

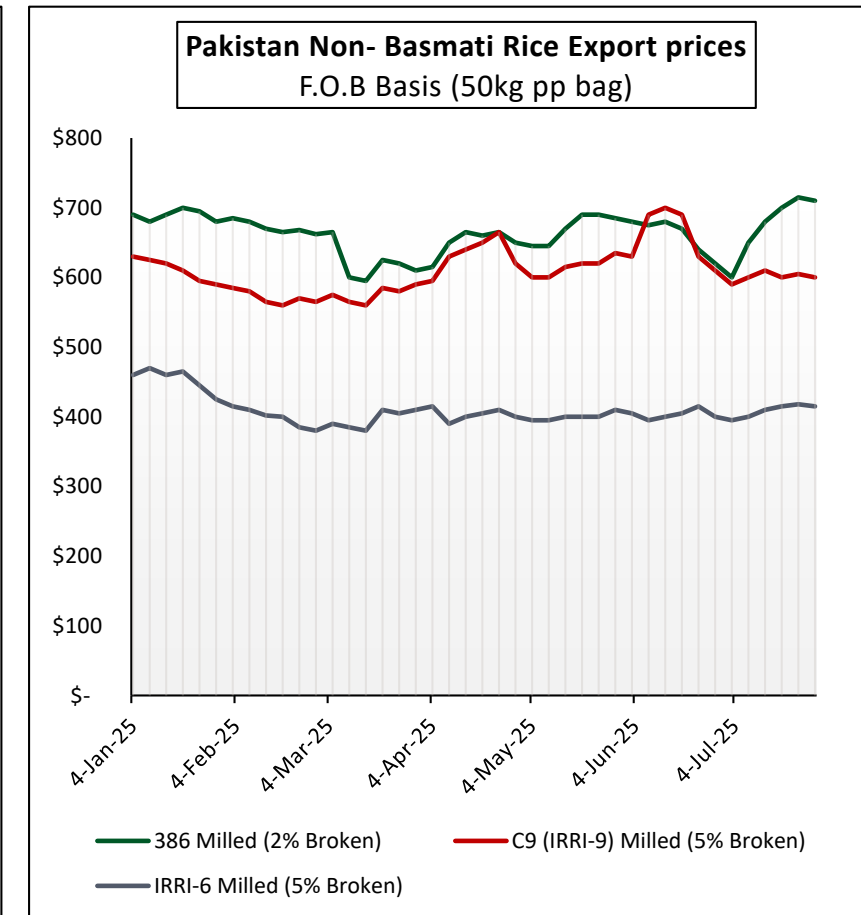
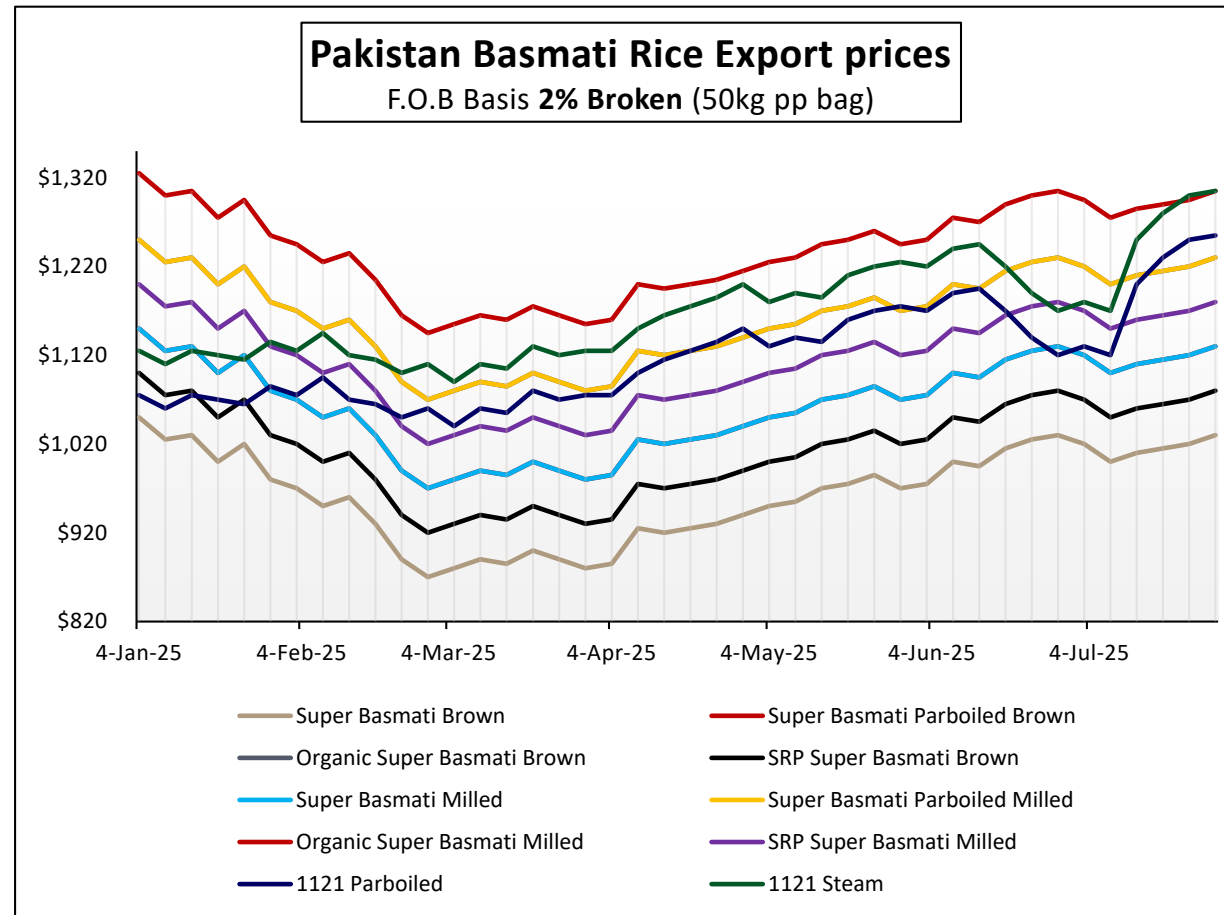


Source: Pakistan Bureau of statistics

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)

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

PAKISTAN RICE SECTOR – Key highlights for (July 2025)

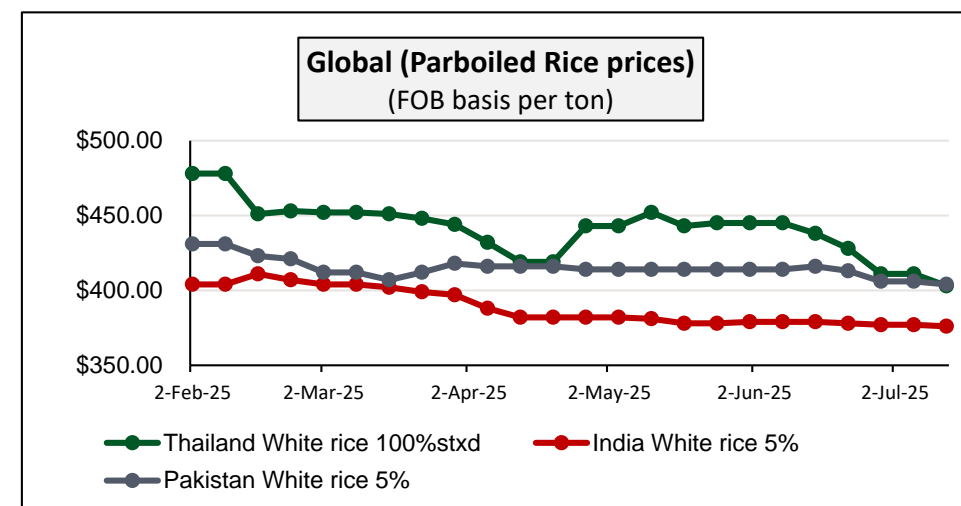
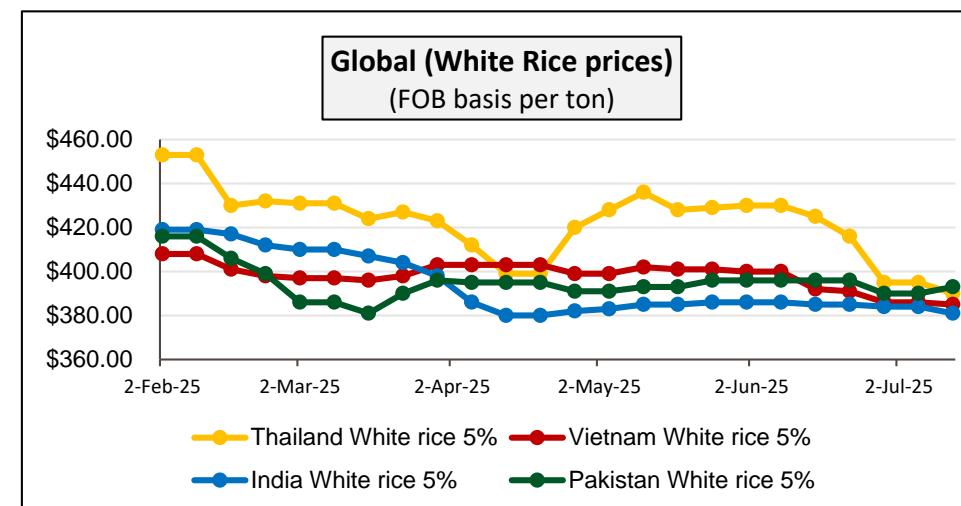
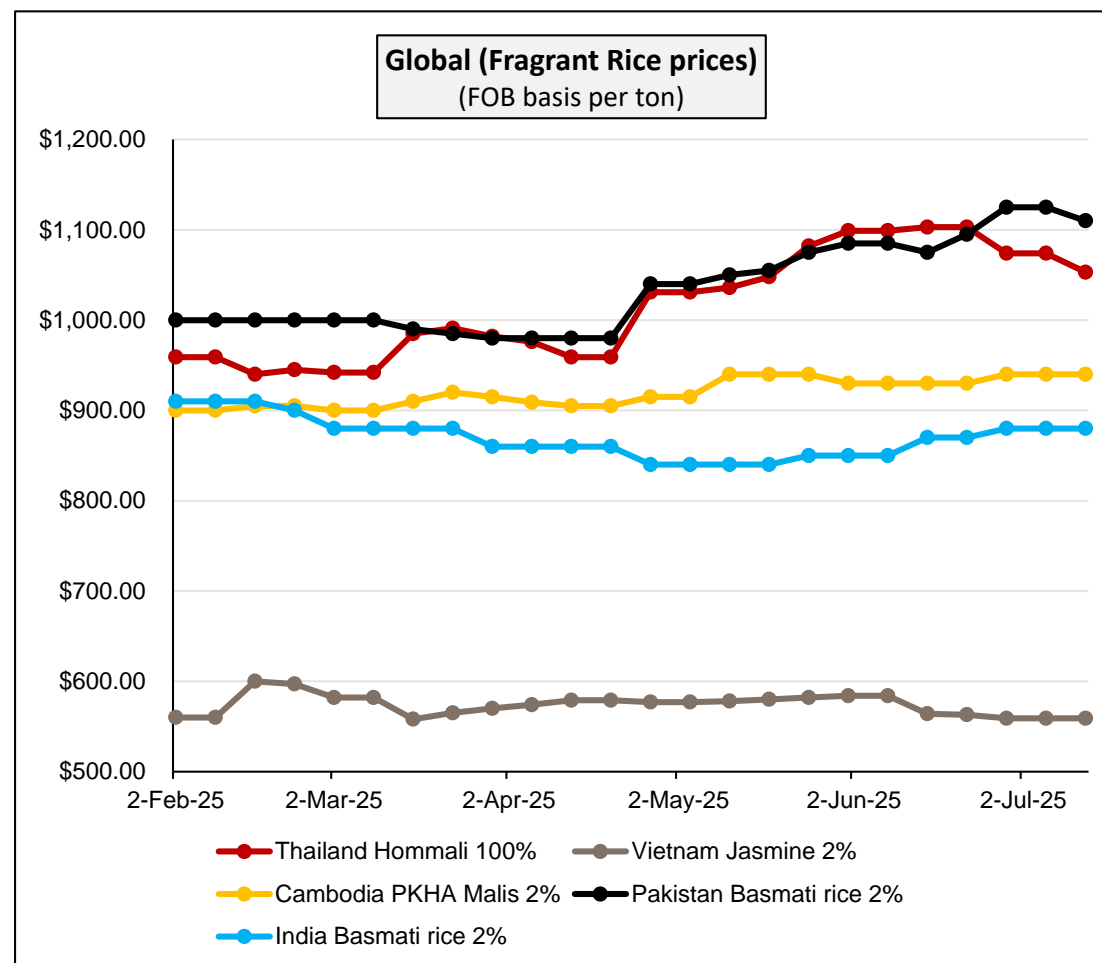
The following points summarize key developments in Pakistan's rice sector as reported in various news sources during July 2025:

- In **FY25**, Pakistan exported **5.8 million metric tons of rice**, a slight decline of **3.7%** from the previous year's **6MMT**
- Despite this modest volume drop, export revenue plunged by **14.7%**, falling from **\$3.93 billion** in **FY24** to **\$3.36 billion**, mainly due to a global decline in rice prices.
- **Non-basmati rice**, which accounts for over **85% of total exports**, was hit hardest, with value falling **17.4%** and volume down **4.7%**. **Basmati rice** exports increased **3%** in volume to **797,000 tons** but still saw a **5.2%** revenue decline, earning **\$832 million** compared to **\$877 million** last year.
- The average export price dropped by **9.1%**, from **Rs320.8/kg** to **Rs291.6/kg**, reflecting intense pricing pressure in global markets.
- June **2025** saw a sharp monthly decline, with rice shipments down **40.6%** from **May** and **37.1%** from **June 2024**, and export revenue dropping over **50% year-on-year** to **\$150 million**.
- Rice's share in Pakistan's total exports declined to **10.5%** in **FY25** from **12.8%** in **FY24**, signaling reduced contribution to foreign exchange earnings.
- In contrast, Pakistan's rice exports to **China** rose **84%** in the first half of **2025**, reaching **\$35.93 million**, up from **\$19.53 million** during the same period last year.
- Major gains came from **semi-wholly milled rice** and **broken rice** varieties like **IRRI-6**, with over **66.9 million kg** exported to **China in six months**.
- The rise is attributed to China's strategic efforts to diversify its food imports and strengthen food security, positioning Pakistan as a key and trusted **rice supplier**.



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](http://www.GlobalRiceMarket.com)

Source: TREA (Thai Rice Exporters Association)

Global Rice Market Divergence: India's Price Plunge vs. Bangladesh's Inflationary Surge



- India's rice production reached a record **151 MMT in 2024/25**, with strong monsoons and subsidies boosting output. This, along with a weak rupee, has pushed **global rice prices** to two-year lows.
- The lifting of **India's export ban** led to a surge in shipments, projected at **24 MMT in 2025/26**. **Indian basmati** is now **25% cheaper than Thai jasmine**, giving Indian exporters a global edge.
- Despite a strong Boro crop, Bangladesh is facing **8% year-on-year rice price inflation**, driven by rising costs in production, milling, and logistics.
- Bangladesh's rice imports jumped **2,900% to \$492 million due to flood-related crop losses** and cyclone damage, but these imports haven't eased local price pressures.
- Investors are focusing on **Indian rice exporters**, currency-hedged funds like WMIN, and Bangladeshi firms involved in Agri-infrastructure and climate-resilient farming.
- Risks include possible monsoon disruption in India and political or climate-related instability in **Bangladesh**, which could affect reform and supply chains.

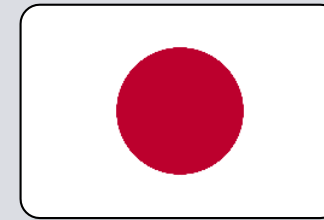


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MAJOR GLOBAL NEWS HIGHLIGHTS OF (July 2025):



- Demand for **Thai parboiled rice** is rising in **West Africa** as the price gap with **Indian rice** narrows, with buyers showing a preference for despite it being slightly more expensive. **Nigerian traders** report that Thai rice remains favored even at higher prices, highlighting its long-grain appeal and superior quality.
- Thailand's Ministry of Commerce is working to support rice prices and exports amid falling domestic rates and a projected **5.41% increase** in production for the **2025/26 season**. From **January to May 2025**, rice exports **dropped 25.6%** in value compared to the previous year, prompting new export strategies and farmer support efforts.
- **Thai rice exporters** are concerned about broader market dynamics despite the new **19% US tariff being lower than expected**. Oversupply, price competition from Vietnam, and Japan's potential shift toward US rice imports pose threats to **Thailand's global market share**, especially in **premium jasmine** and **white rice**.

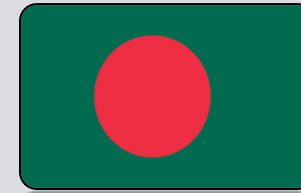


- **Japan is facing a severe rice shortage**, with prices soaring by nearly **99% year-on-year** in June despite emergency stockpile releases and **increased imports**. Factors include reduced domestic production due to heatwaves, aging farmers exiting the sector, and years of government policies aimed at limiting rice output. Farmers are now receiving double the previous year's rate from middlemen, while supermarket shelves remain either empty or stocked with costly rice, pushing the government to import **Korean rice** for the **first time since 1999**.
- Meanwhile, **South Korea is dealing with a rice surplus**, driven by stable yields, government stockpiling, and **WTO-mandated imports**. Frustrated by low prices, farmers are shifting to more profitable crops like beans or selling rice at minimal cost to food processors and low-income families. With Japan's growing demand and **South Korea's excess supply**, a trade opportunity has re-emerged, though the **export potential** remains limited due to preferences for different rice varieties and structural trade barriers.

MAJOR GLOBAL NEWS HIGHLIGHTS OF (July 2025):



- India's rice reserves have surged to nearly **38 million tons**, the highest for this time in over 20 years, while another record crop is expected in **2025-26** due to favorable monsoon and a **58%** rise in acreage. With limited storage space, authorities fear spoilage as new harvests arrive. India's move to ease export restrictions has already pushed **Thai rice** prices down **40%** from their **January 2024** peak, reflecting global oversupply pressure.
- The newly signed **India-UK Free Trade Agreement** slashes tariffs on Indian basmati rice and other food products, boosting export potential. With reduced duties, Indian rice exporters gain better access to the **UK market**.
- India's agricultural and processed food exports rose **7%** year-on-year to **\$5.96 billion** in **Q1 FY26**, led by rice shipments totaling **\$2.9 billion**. This growth follows record rice exports of **\$12.47 billion** in **FY25**, boosted by the late-2024 removal of export controls amid surplus stocks and a bumper crop.



- Rice prices in **Bangladesh** have surged by up to **16% year-on-year** despite a **record-breaking** Boro harvest and the import of **13.05 lakh tonnes** of rice in **FY25**, the second-highest in the country's history. Fine, medium, and coarse rice prices increased by **15.94%**, **16.07%**, and **10.58%** respectively, with **rice contributing 50%** to June's overall food inflation. Farmers sold their paddy soon after harvest, and traders and millers, now holding over **10 million tonnes**, are accused of hoarding and gradually releasing stock to profit from rising prices.
- Analysts and economists point to weak regulatory oversight and limited government reserves currently just **1.4 million tonnes** as key reasons behind the market imbalance. Rising input costs, **26% post-harvest losses**, and high transport expenses are also fueling inflation. Although the supply is abundant, consumers are not benefiting due to speculative trading and poor market intervention, raising serious concerns about the reliability of **Bangladesh's rice market** and food affordability.

UPCOMING EVENTS:



The Federation of the European Rice Millers

The next FERM Convention will take place in **Marbella**, Spain

10-12 September 2025

HOTEL DON CARLOS MARBELLA, SPAIN



2025 International World Rice Conference

Phnom Penh, Cambodia

Date & time: November 6 · 10am – November 9 · 5pm GMT+7

Location: Shangri-La Phnom Penh Village No 14, Sam Dach Hun Sen Road Tonle Bassac Commune, Chamkarmorn Phnom Penh, Phnom Penh 120101 Cambodia

Address: '5 Star' Shangri-La Hotel

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



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