



The Next Generation of Rice Eaters



Agenda

- Baseline Demographics
- Kid 0-12 Rice Occasions
- Teen 13-17 Rice Occasions
- Highlights & Takeaways



2023 ADULT RICE OCCASIONS: SIZE & DEMOGRAPHICS

Rice occasions are more likely to be among Gen Z adults and women and less likely to be among rural residents

SIZE
13.4 billion

Annual adult rice eating occasions

RACE/ETHNICITY

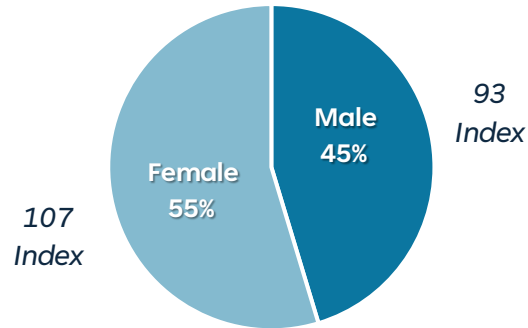
Rice Occasions	Indexed to Total	
55%	77	Caucasian
17%	125	African-American
18%	223	Asian-American
10%	147	Other
18%	121	Hispanic

INCOME

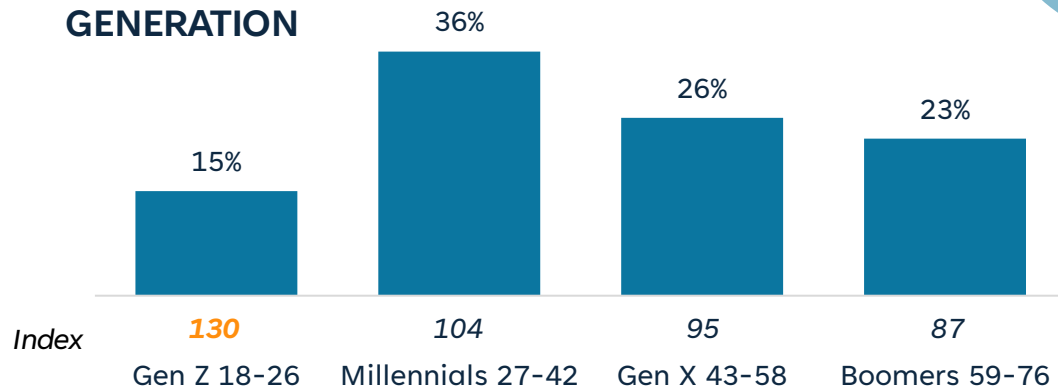
Rice Occasions	Indexed to Total	
29%	102	Less than \$40,000
26%	108	\$40,000-\$74,999
45%	94	\$75,000 or more

GENDER

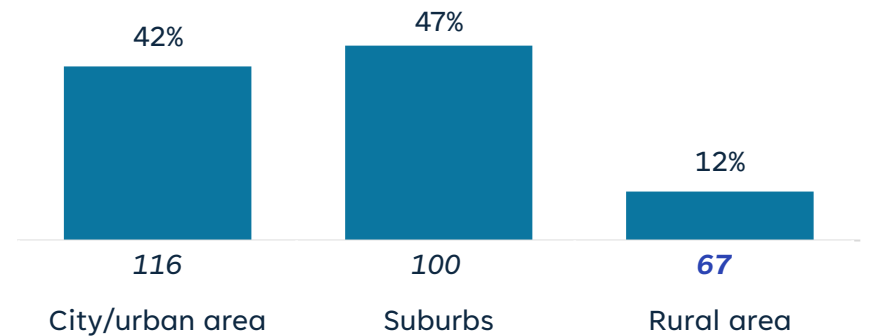
Indexed to Total F&B Occasions



GENERATION



URBAN VS. RURAL



Kid & Teen Rice Occasions



KID RICE OCCASIONS: SIZE & DEMOGRAPHICS

For the most part, the parents' generation, income and marital status of kid rice occasions closely resemble those of total kid occasions

SIZE

3.2 billion

Annual child rice eating occasions

PARENT HOUSEHOLD SIZE

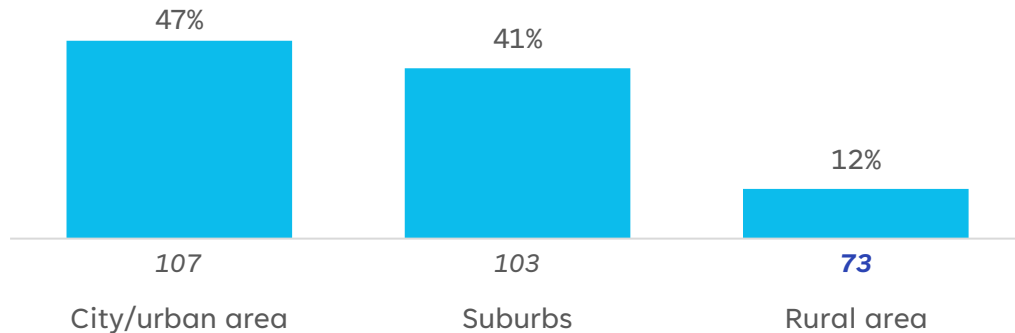
Kid Rice Occasions	Index	
0.3%	103	1, I live alone
6%	66	2
45%	115	3
32%	96	4
12%	94	5
5%	90	6+

KID AGE

6.8 years

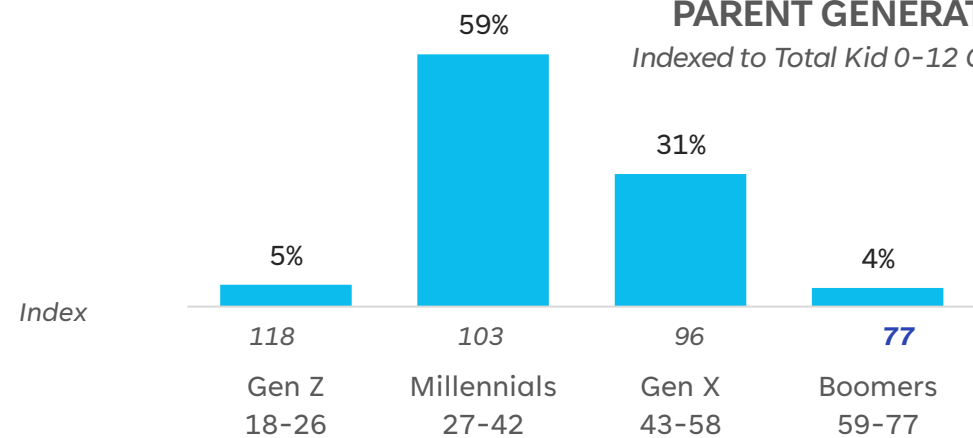
Average age of child participating in rice occasions (101 index)

URBAN VS. RURAL



PARENT GENERATION

Indexed to Total Kid 0-12 Occasions



TEEN RICE OCCASIONS: SIZE & DEMOGRAPHICS

Teens participating in rice occasions more likely to come from affluent and educated households; less likely to be among those who live in suburbs or rural areas

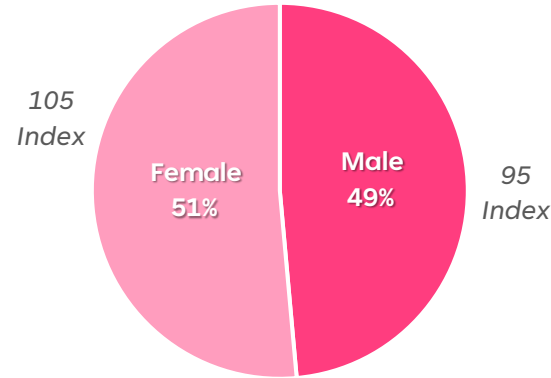
SIZE

1.4 billion

Annual teen rice eating occasions

TEEN GENDER

Indexed to Total Teen Occasions



TEEN'S AVERAGE AGE

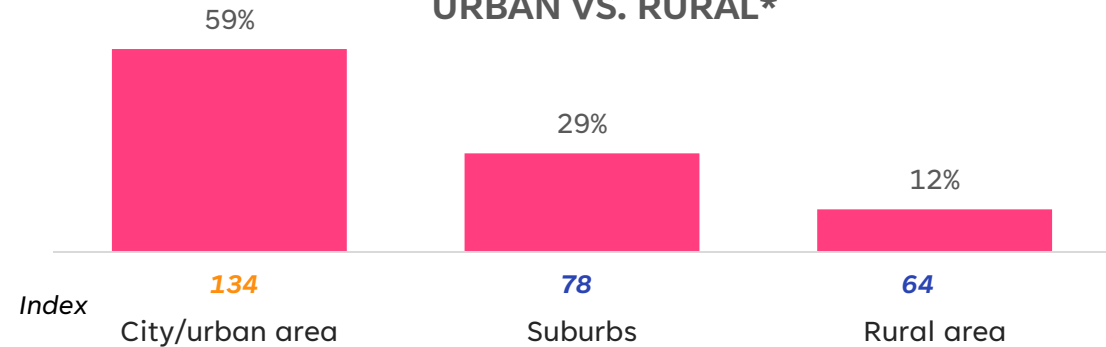
15.0

Average age of teenager participating in rice occasions (100 Index)

HOUSEHOLD INCOME*

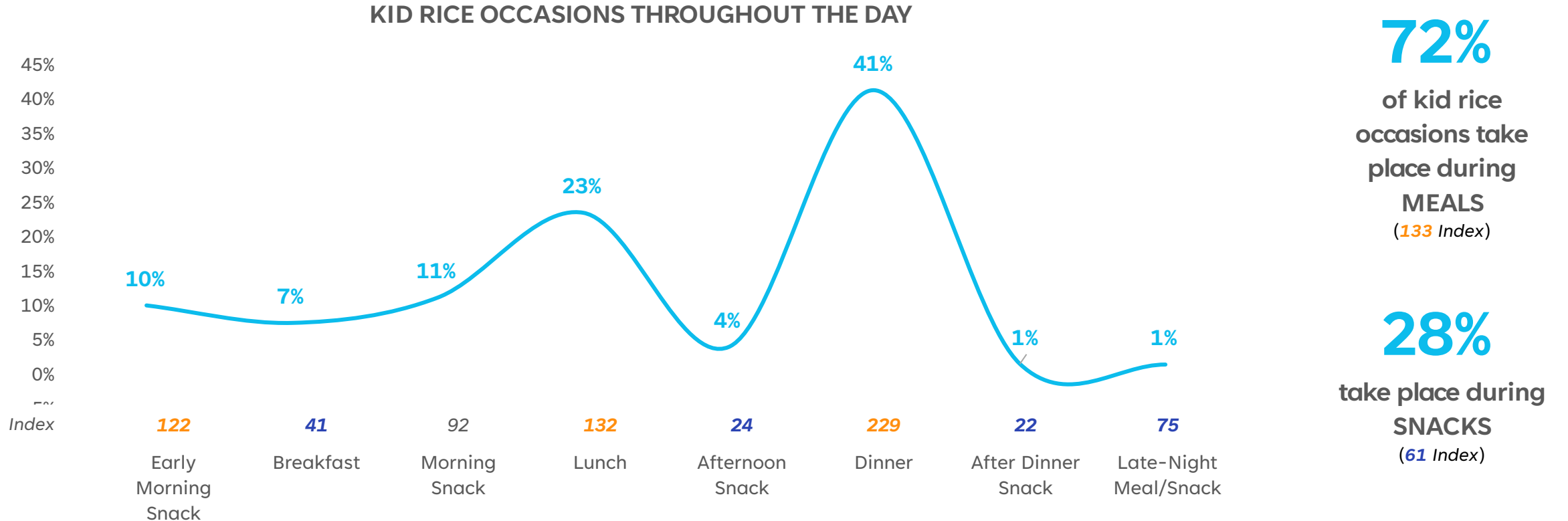
Teen Rice Occasions	Index	Income Bracket
25%	105	Less than \$40,000
17%	74	\$40,000-\$74,999
57%	109	\$75,000 or more

URBAN VS. RURAL*



KID RICE OCCASIONS: DAYPART

Kid rice occasions peak during dinner and lunchtimes, and are more likely than total kid occasions to take place as an early morning snack



Source: Hartman Group's Eating Occasions Compass Database 2016-2023, parent-report child occasions (0-12). Base: Total Kid 0-12 Occasions (n=8,134); Kid 0-12 Rice Occasions (n=332). Indexed to Total Kid (0-12) Food & Beverage Occasions. Indices ≥ 120 are highlighted orange, indices ≤ 80 are highlighted blue.

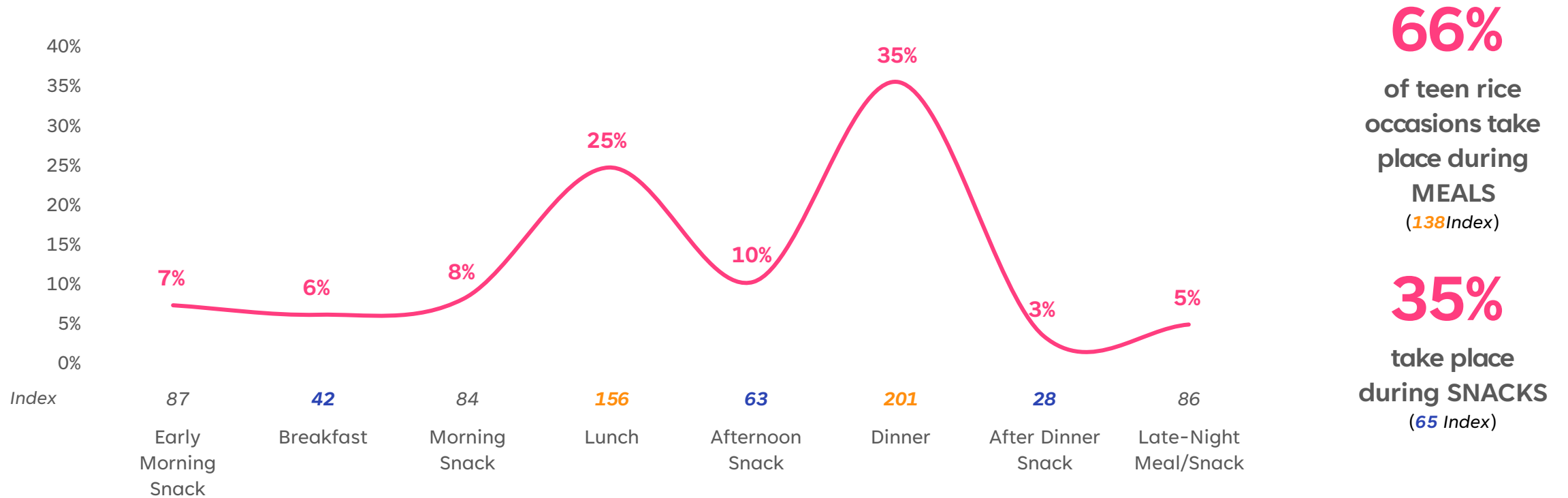


TEEN RICE OCCASIONS: DAYPARTS

Relative to total teen occasions, teen rice occasions are more likely to take place during lunch and dinner times

Teen rice occasions are less likely than total teen occasions to take place during breakfast, afternoon snack, and after dinner snack times.

TEEN RICE OCCASIONS THROUGHOUT THE DAY



Source: Hartman Group's Eating Occasions Compass Database 2022-2023, Teen (13-17) Occasions. Base: Total Teen Occasions (n=7,110); Teen Rice Occasions (n=321). Indexed to Total Teen Food & Beverage Occasions. Indices ≥ 120 are highlighted orange, indices ≤ 80 are highlighted blue.

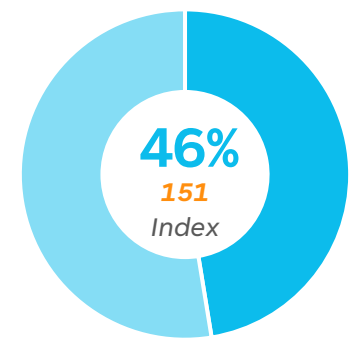
KID RICE OCCASIONS: WHERE AND CUISINE

Kid occasions most often at home; Top cuisines include Mexican, Chinese, and Italian

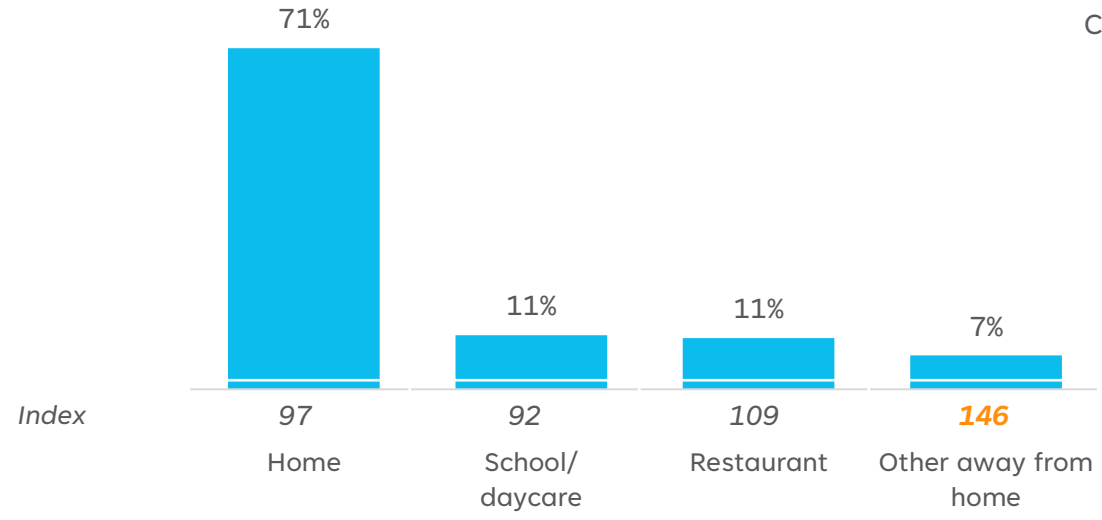
LEFTOVER CONSUMPTION

Share of all kid rice occasions that involved leftovers

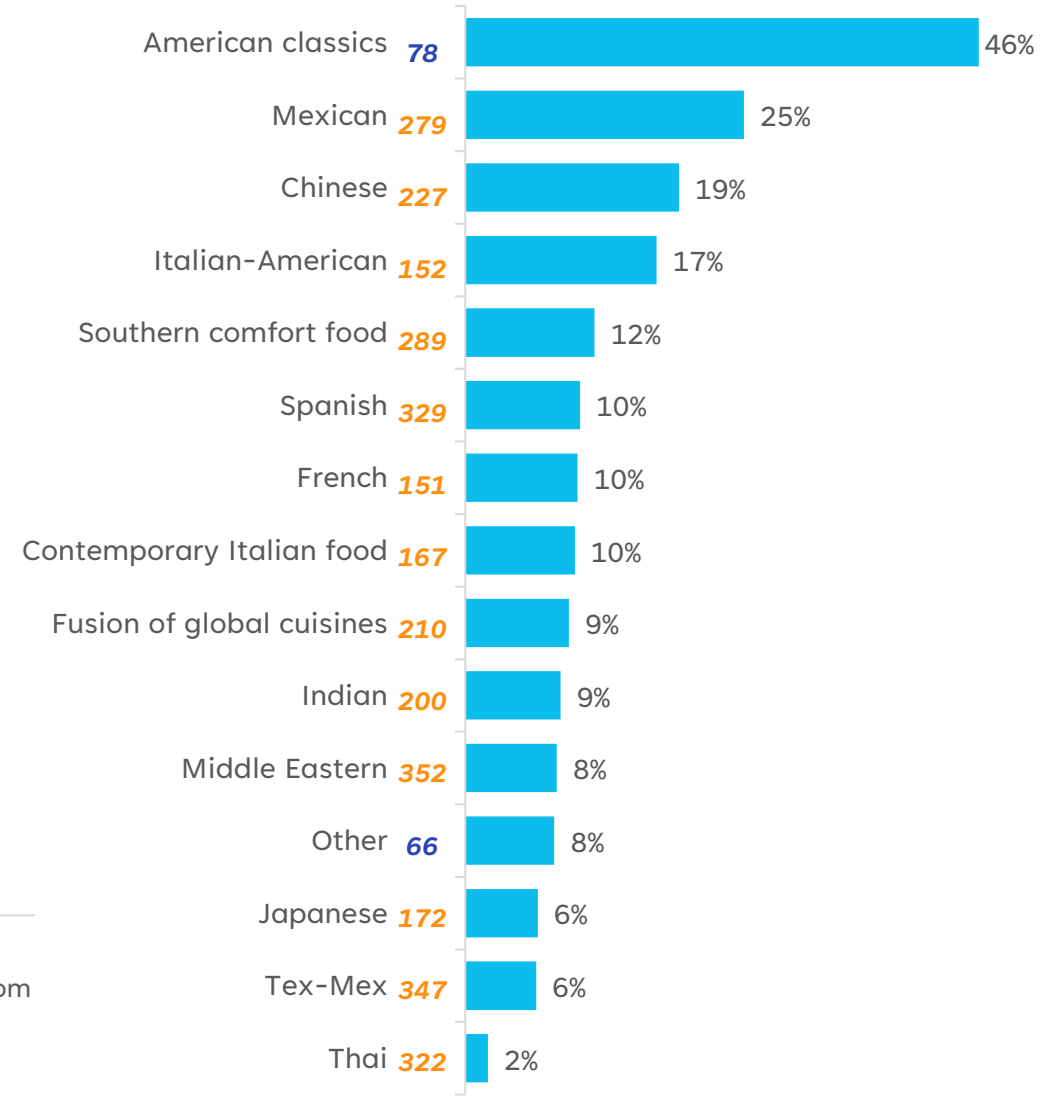
Kids have the highest share of leftover usage among all age groups



WHERE OCCASION TOOK PLACE



CUISINES CONSUMED ON KID RICE OCCASIONS



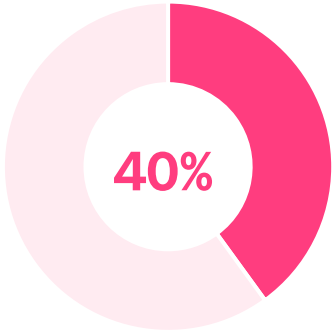
TEEN RICE OCCASIONS: WHERE AND CUISINE

Teen rice occasions are very social in nature, are more likely to take place at a restaurant, and are more likely to involve a broad variety of global and regional cuisines

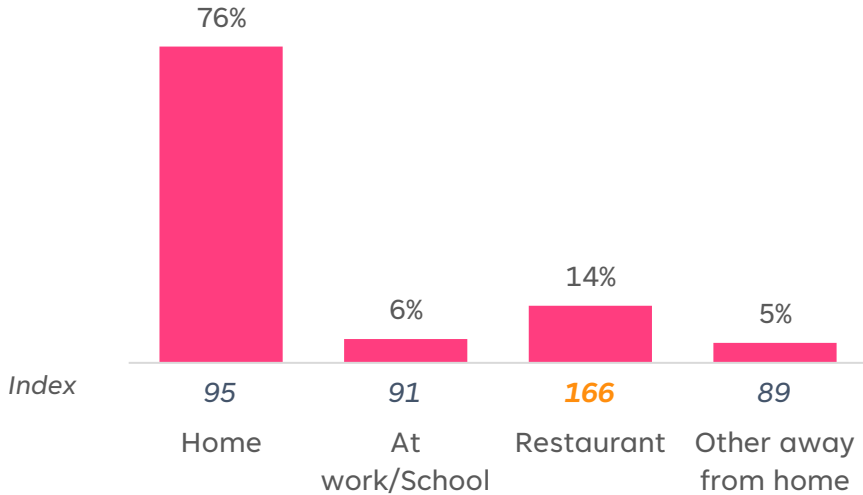
A wide range of global and regional American cuisines over-index on teen rice occasions, particularly Japanese, Spanish, and Middle Eastern cuisines, all of which are over 2.5 times more likely to be present when rice is involved.

LEFTOVERS

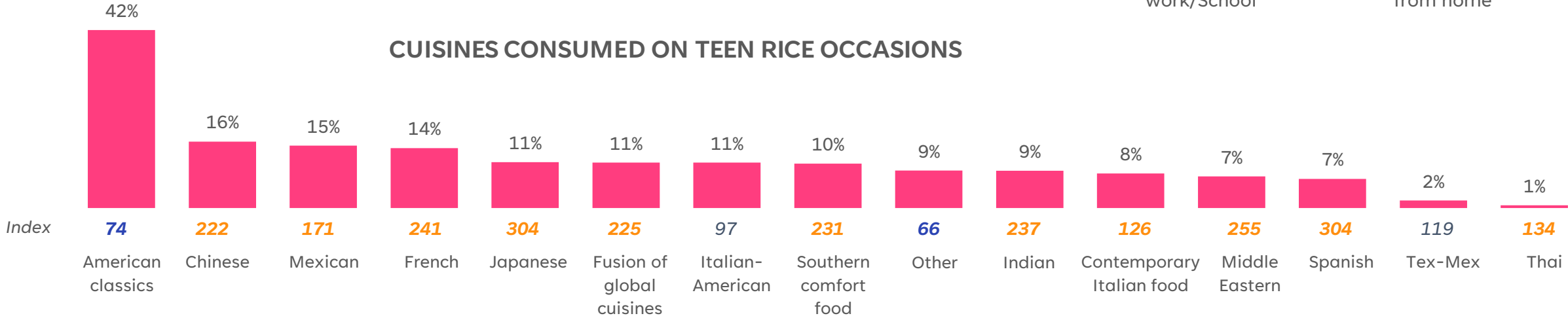
Share of total teen rice occasions that involve all/some leftovers



WHERE OCCASION TOOK PLACE



CUISINES CONSUMED ON TEEN RICE OCCASIONS



KID RICE OCCASIONS: TOP FOODS CONSUMED

Kid rice occasions involve a broad range of food categories, with a focus on health playing a particularly important role

VARIETIES OF RICE CONSUMED ON KID RICE OCCASIONS

55%	White rice
30%	Brown rice
27%	Flavored rice
25%	Rice & beans

White rice is, by far, the most common type of rice consumed on kid rice occasions.

Vegetables and salads are much more likely to be present on kid rice occasions (400+ index), highlighting the elevated importance of healthy on rice occasions when compared to kid occasions overall.

A variety of other food categories are also more likely to be present on kid rice occasions, highlighting the versatility of rice to pair well with a broad range of foods and flavors.

OTHER TOP FOODS CONSUMED ON KID RICE OCCASIONS

Kid Rice Occasions	Index	
30%	410	Vegetables, other than potatoes
24%	337	Meat/Poultry Cuts other than seafood
22%	161	Breads/Rolls/Tortillas/Other bread-like products
22%	335	Beans/Lentils/Legumes
21%	153	Cheese
21%	119	Fruit/Fruit Snacks
21%	193	Eggs
16%	123	Dairy products other than cheese
15%	157	Pizza/Pasta/Italian
15%	422	Salads
15%	149	Crackers
14%	291	Potatoes
13%	109	Common breakfast items
11%	371	Mexican style food
11%	174	Casseroles/Pot pies
11%	399	Soup/Stew
10%	201	Hot Dog
9%	173	Sandwiches/Wraps
9%	159	Chinese food
9%	173	Salty snacks

TEEN RICE OCCASIONS: TOP FOODS CONSUMED

Flavored rice is particularly valued by teens and a wide variety of foods represent the top food categories consumed on teen rice occasions

VARIETIES OF RICE CONSUMED ON TEEN RICE OCCASIONS

62%	White rice
35%	Flavored rice
30%	Rice & beans
23%	Brown rice

White rice is the most common type of rice consumed on teen rice occasions. Unlike on kid rice occasions, brown rice is the least consumed rice category among teens (#2 for kids).

A wide variety of foods are more likely to be present on teen rice occasions than on total teen occasions, highlighting the versatility of rice as an ingredient (e.g., rice within a burrito) or “base” (e.g., chicken fried rice). Vegetables, beans, salads, sausage, Mexican food, seafood and meat snacks all highly over-index (350+) on teen rice occasions.

TOP FOODS CONSUMED ON TEEN RICE OCCASIONS

Teen Rice Occasions	Index	
37%	339	Meat/Poultry Cuts other than seafood
28%	189	Breads/Rolls/Tortillas/Other bread-like products
28%	469	Vegetables, other than potatoes
22%	388	Beans/Lentils/Legumes
20%	138	Cheese
20%	300	Chinese food
20%	164	Dairy products other than cheese
19%	331	Potatoes
18%	396	Salads
18%	163	Fruit/Fruit Snacks
18%	191	Eggs
16%	172	Pizza/Pasta/Italian
16%	633	Sausage (bratwurst, Italian, etc.)
15%	122	Common breakfast items
15%	396	Mexican style food
14%	306	Sandwiches/Wraps
13%	199	Casseroles/Pot pies
13%	210	Hamburger/Cheeseburger
13%	567	Seafood
12%	455	Meat snacks (e.g., jerky)

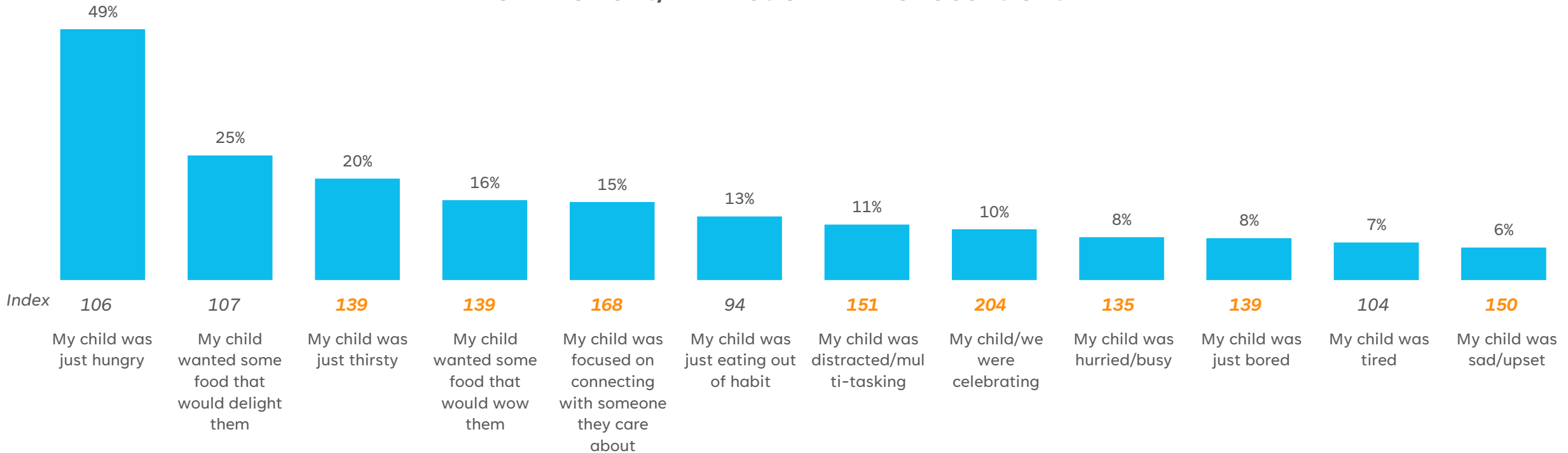
Source: Hartman Group’s Eating Occasions Compass Database 2022–2023, Teen (13–17) Occasions. Base: Total Teen Occasions (n=7,110); Teen Rice Occasions (n=321). **Indexed to Total Teen Food & Beverage Occasions.** Indices ≥ 120 are highlighted orange, indices ≤ 80 are highlighted blue.

KID RICE OCCASIONS: EMOTIONAL CONTEXT

Hunger is the predominant feeling prior to rice occasions, yet a variety of other emotions related to delicious food and connecting with others are heightened

Other more mundane feelings of busyness, distraction, boredom and sadness are also more likely to be present on kid rice occasions when compared to total kid occasions. This, again, aligns with the versatility of rice – not only as a component in a variety of dishes, but also in its ability to cater to a range of children’s emotional needs and feelings.

TOP EMOTIONS/FEELINGS ON KID RICE OCCASIONS



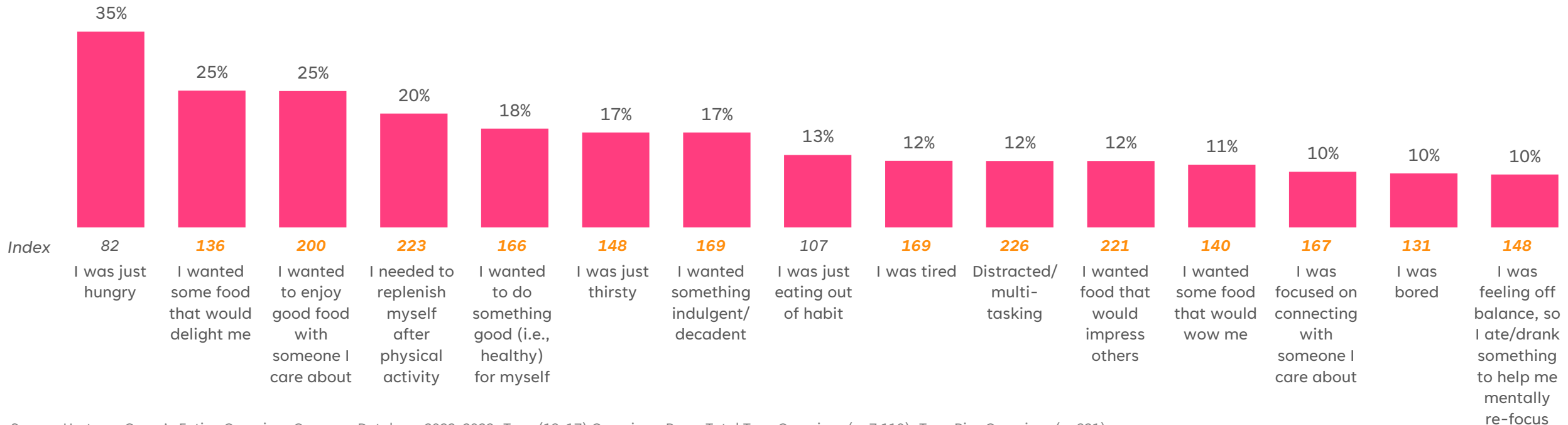
Source: Hartman Group’s Eating Occasions Compass Database 2016–2023, parent-report child occasions (0–12). Base: Total Kid 0–12 Occasions (n=8,134); Kid 0–12 Rice Occasions (n=332). Indexed to Total Kid (0–12) Food & Beverage Occasions. Indices ≥ 120 are highlighted orange, indices ≤ 80 are highlighted blue.

TEEN RICE OCCASIONS: EMOTIONAL CONTEXT

Beyond hunger, delight and a desire to connect socially with others are top emotions on teen rice occasions and over-index relative to total teen occasions

General health and functional needs related to replenishment and mental focus are also heightened on teen rice occasions. The desire for something indulgent/decadent which includes savory foods that contribute to moments of pleasure is also greater than on total teen occasions. Being tired, distracted, and bored are also more often feelings on teen rice occasions

TOP EMOTIONS/FEELINGS ON TEEN RICE OCCASIONS

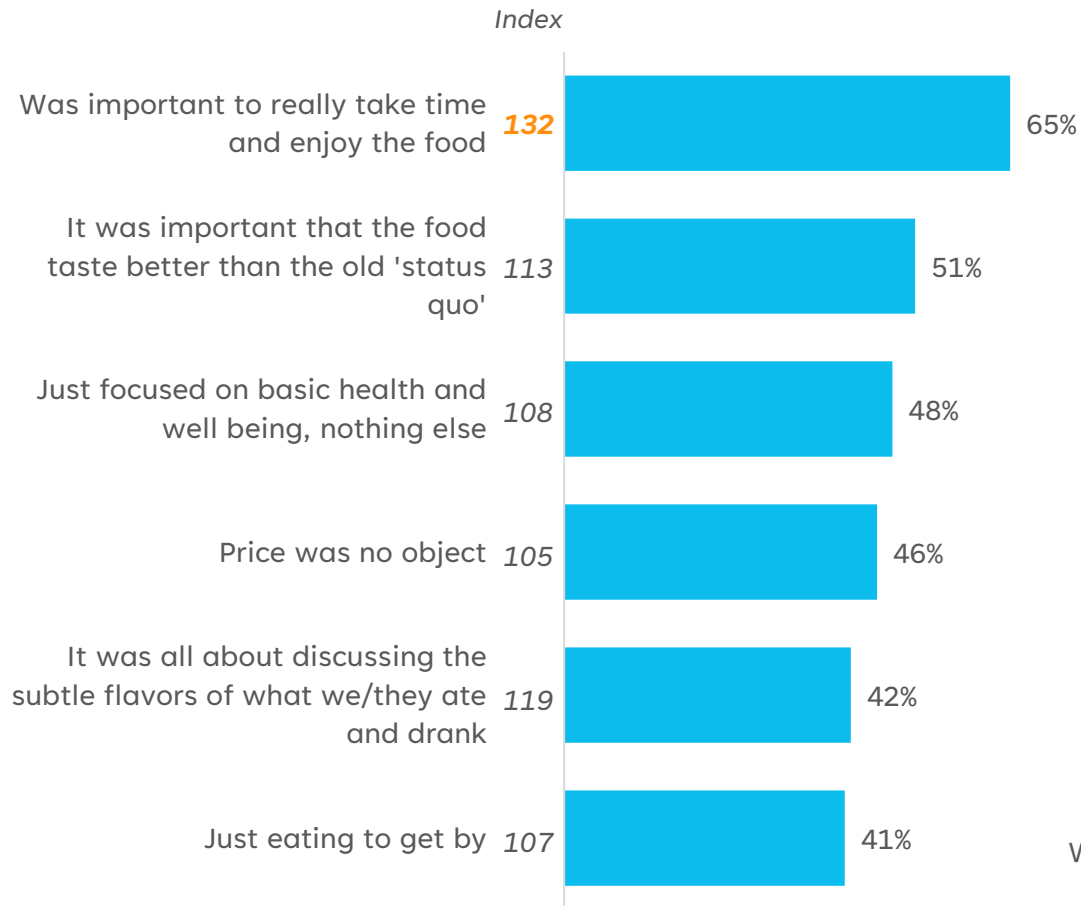


Source: Hartman Group's Eating Occasions Compass Database 2022-2023, Teen (13-17) Occasions. Base: Total Teen Occasions (n=7,110); Teen Rice Occasions (n=321). Indexed to Total Teen Food & Beverage Occasions. Indices ≥ 120 are highlighted orange, indices ≤ 80 are highlighted blue.

KID RICE OCCASIONS: CHARACTERISTICS; F&B ATTRIBUTES

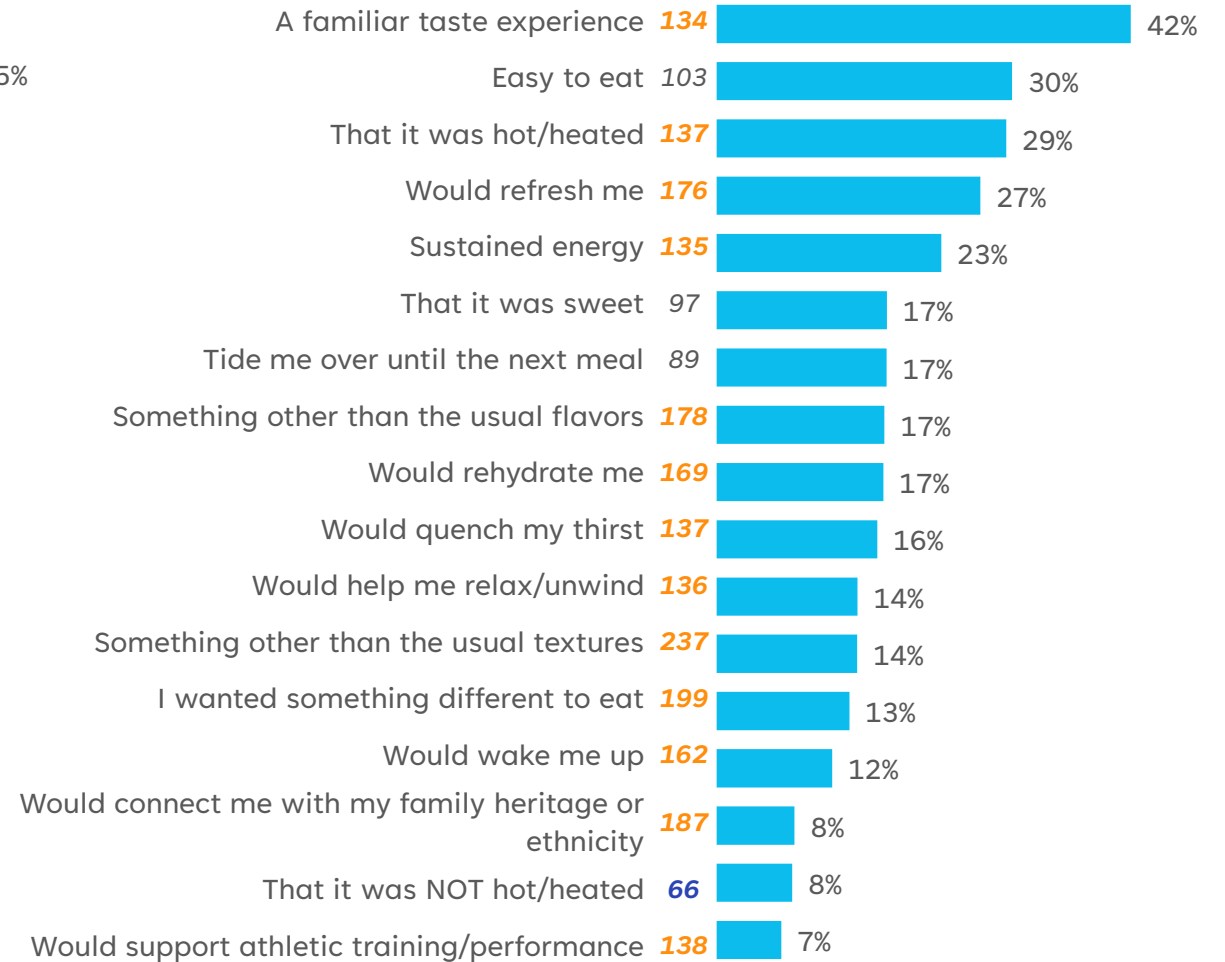
Parents characterize kid rice occasions as a time to enjoy food, flavor and focus on health and wellbeing; Familiarity, flavor, and texture are top attributes

CHARACTERISTICS OF KID RICE OCCASIONS



IMPORTANT FOOD & BEVERAGE ATTRIBUTES

For parent or child on kid rice occasions

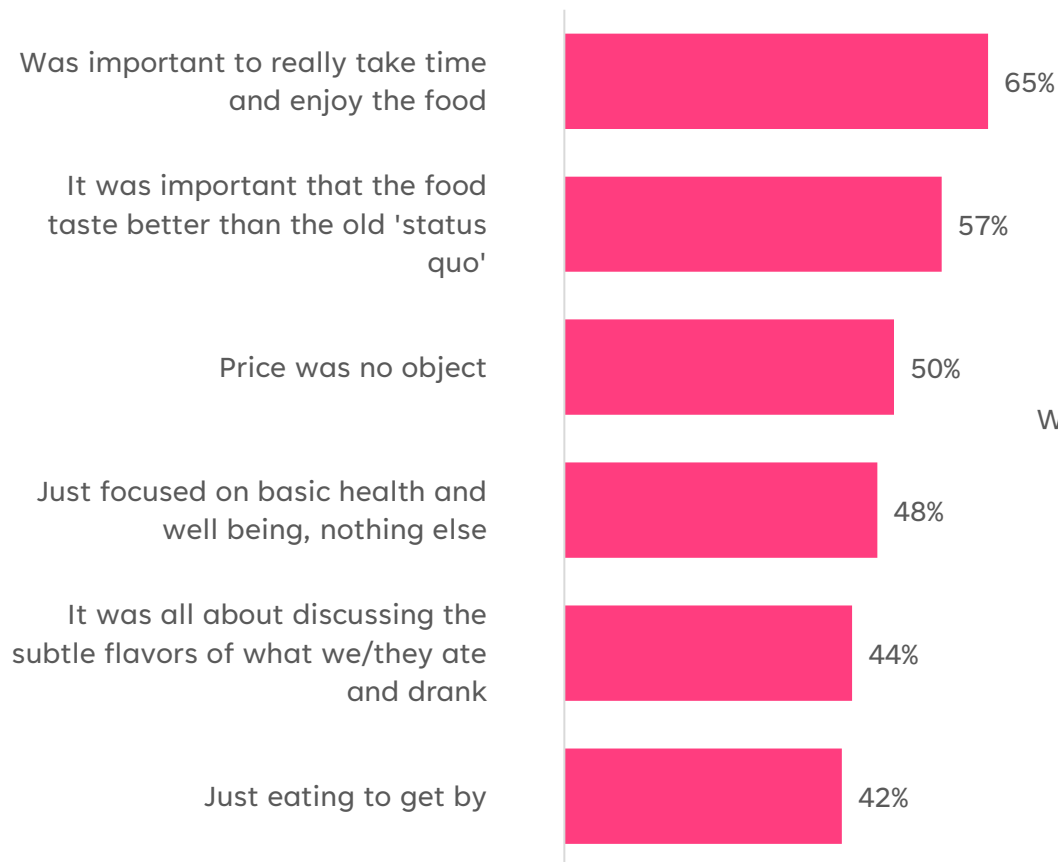


TEEN RICE OCCASIONS: CHARACTERISTICS & ATTRIBUTES

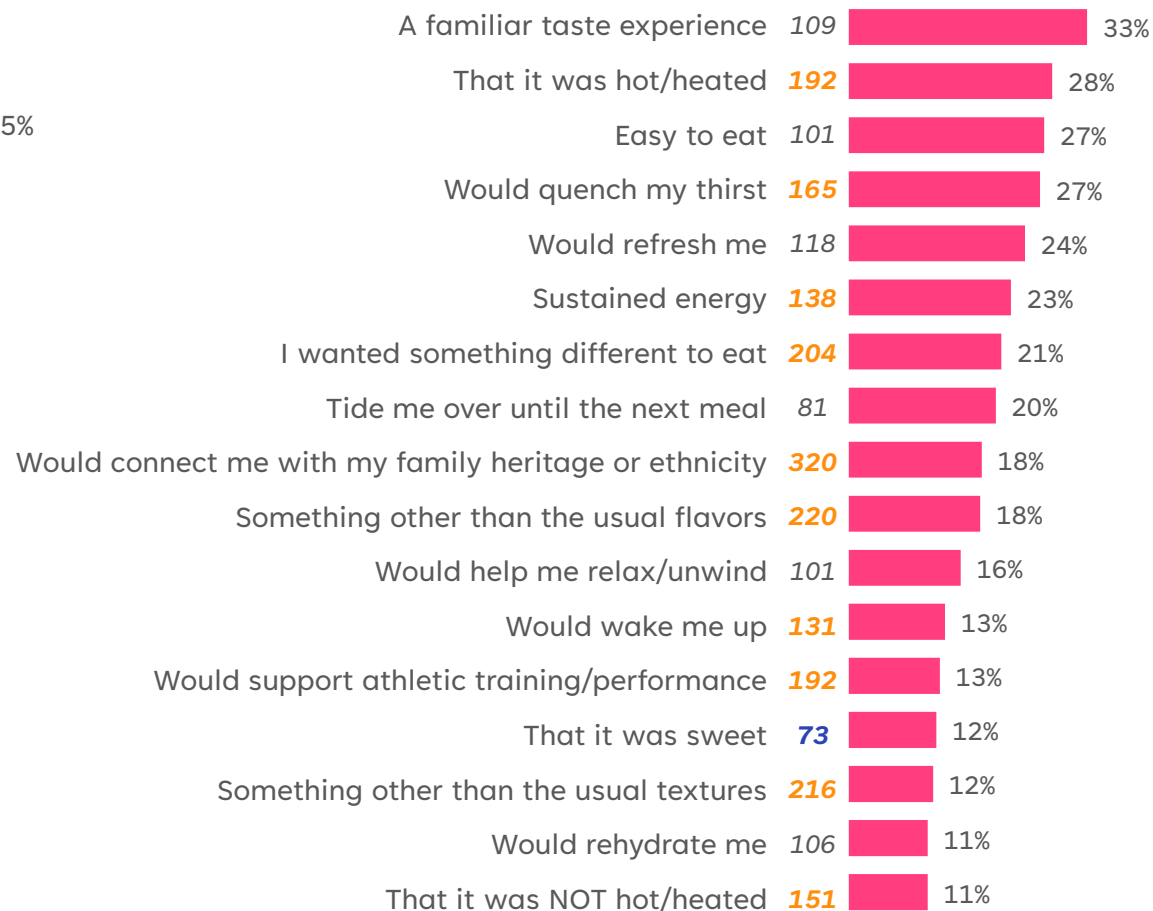
Teens want to take their time and enjoy the food and delicious flavors on rice occasions. Familiarity, warmth, and ease of eating are top attributes sought on teen rice occasions

CHARACTERISTICS OF TEEN RICE OCCASIONS

Top 2 Box, Describes Well



IMPORTANT FOOD ATTRIBUTES ON TEEN RICE OCCASIONS

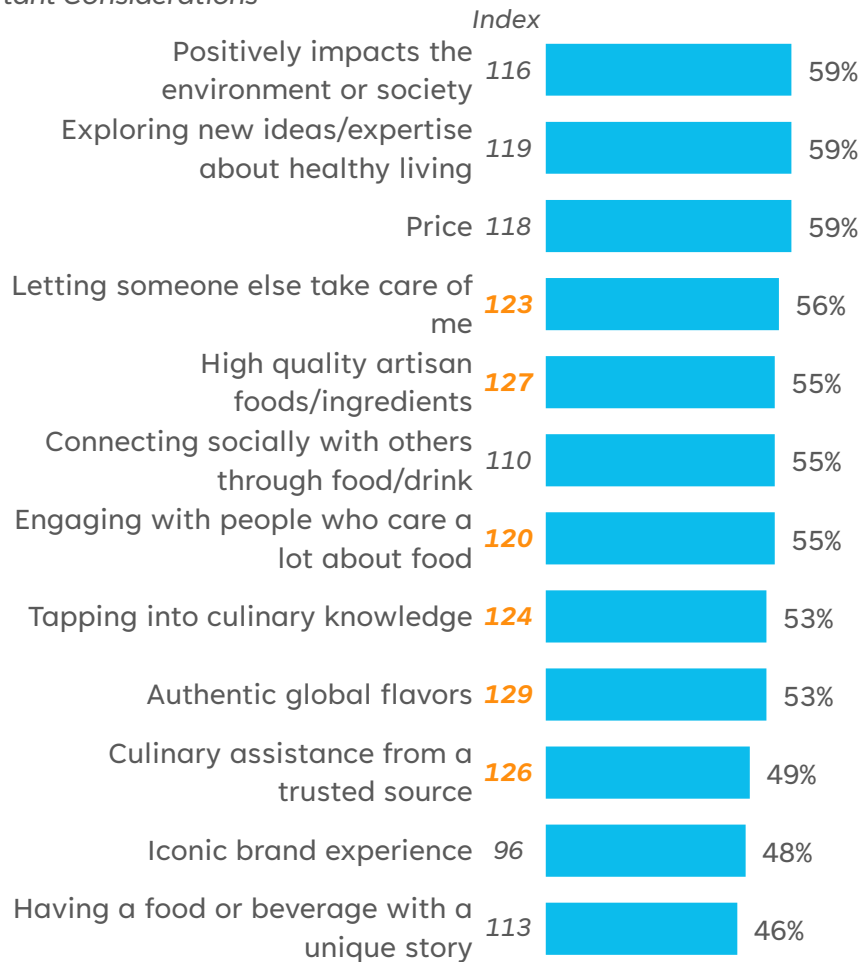
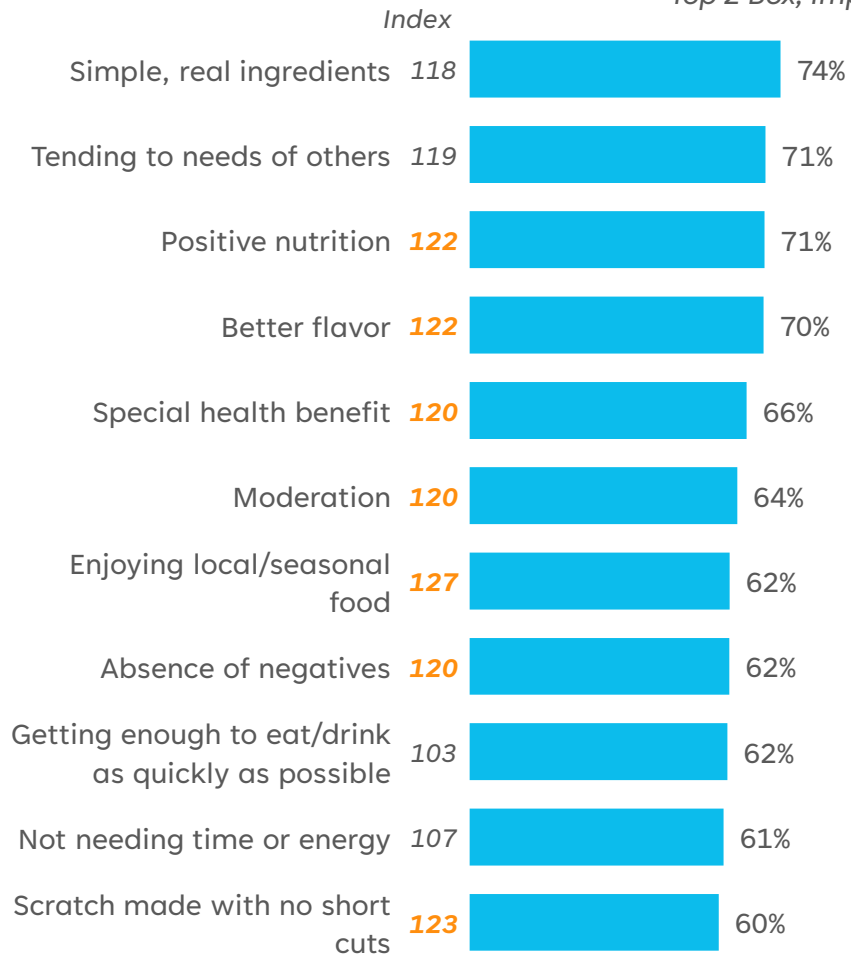


KID RICE OCCASIONS: NEED STATES

Parents are most often focused on simple, real ingredients, tending to others (e.g., their children), positive nutrition and better flavor on kid rice occasions

NEED STATES OF PARENTS ON KID RICE OCCASIONS

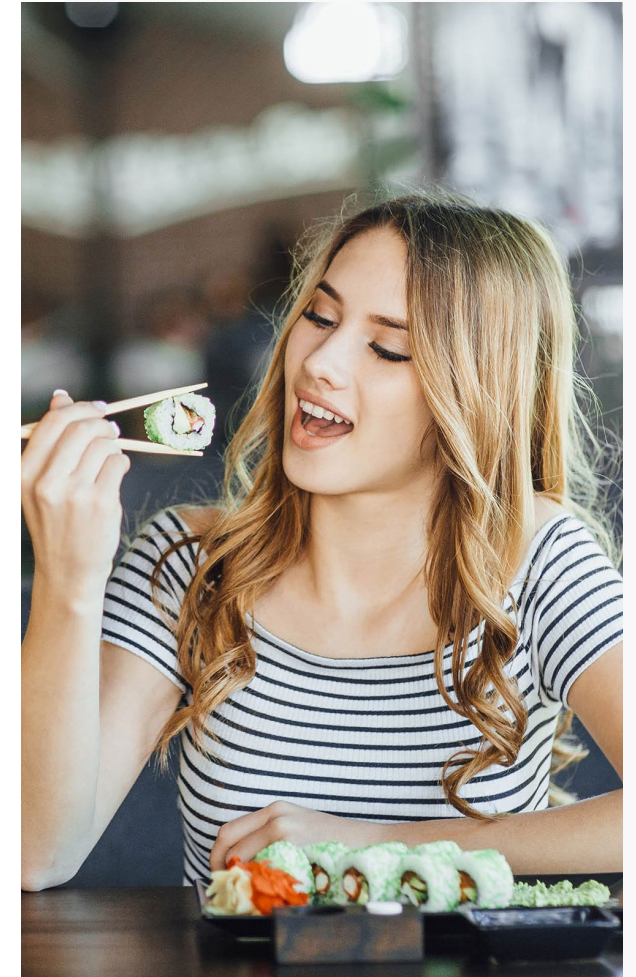
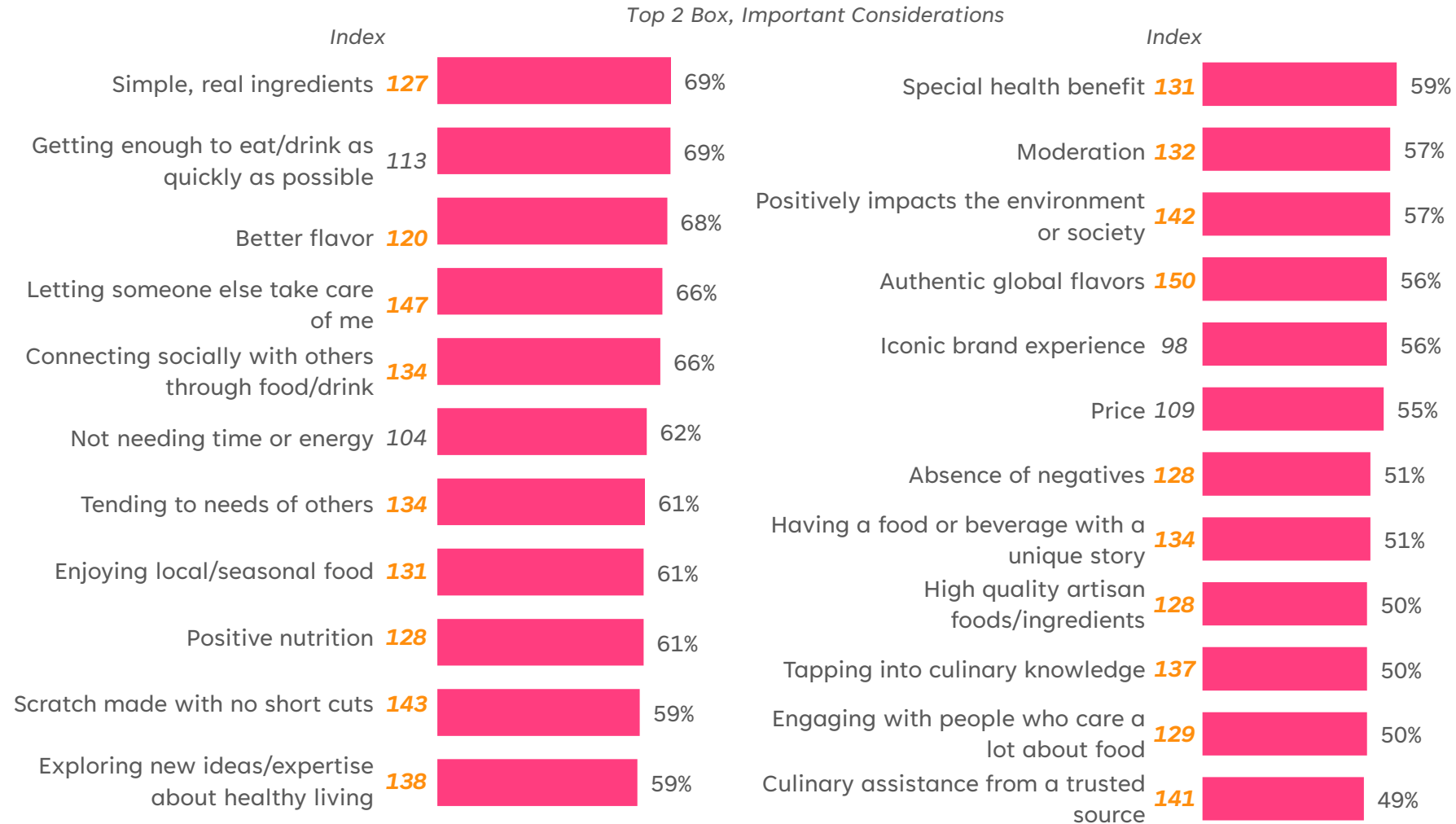
Top 2 Box, Important Considerations



TEEN RICE OCCASIONS: NEED STATES

For teens, the top needs on rice occasions include simple, real ingredients, convenience and better flavor

NEED STATES ON TEEN RICE OCCASIONS



Last Thoughts: Kid and Teen Rice Occasions

Kids

Parents are focused on their children having a healthy relationship to food. Rice fits well with these goals, as a non-processed food and vehicle for introducing a range of foods, given its versatility.

This also facilitates the tailoring of meals to suit the tastes of both the parent and child, making mealtime a pleasant and enjoyable experience for everyone.

Teens

Teens are in a state of transition where they are gaining independence with their food choices but are still influenced by the preferences and patterns of their parents. Rice can play a key role in helping teens discover new flavors and cuisines, as well as in learning how to cook.



Key Takeaways

Bright Future for Rice Consumption

- Highly Varied Needs
- Versatility, Versatility, Versatility
- Vehicle Food
- Positive Perceptions
- Easy, Healthy, and Natural



A group of five diverse people, including men and women of various ethnicities, are huddled together in a circle, looking down towards the camera with warm, genuine smiles. The background is bright and slightly blurred, suggesting an outdoor setting. The overall mood is positive and inclusive.

Thank You
Download the
Rice Eating
Occasions Reports
at usarice.com