



# CONSUMPTION

40%

## BROWN RICE

The data suggested that the trading value of brown rice have been increasing for the past years. In spite of its higher cost when comparing to ordinary white rice, it managed to climb almost 40% in its value. This signals that people are becoming more aware of health issues. (Nielsen, 2015)

8%

## WHITE RICE

The transaction value in white rice trading have been decreasing by 8%. (Nielsen, 2015)