



WEEKLY UPDATE ON ASEAN PLUS THREE RICE SITUATIONS

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Thailand

The National Rice Policy and Management Committee approved a budget of 40 billion THB (1.23 million USD) to support 4.6 million farmer households.

According to the Ministry of Finance, the funds will cover the 2025 off-season rice and the 2025/2026 main crop at a rate of 1,000 THB (30.71 USD) per rai (0.16 hectare), limited to 10 rai (1.6 hectare) per household. The government plan is to phase out rice price support over the next 10 years. “However, such adjustments cannot happen in a short time, so in years when rice prices fall, government support is still necessary,” Mr. Pichai, Deputy Prime Minister and Finance Minister, said. The supporting funds are necessary because of the global economic slowdown in 2024, affecting Thailand’s economy, while in 2025, several countries have exported rice to the global market, putting downward pressure on international rice prices.

*1 USD = 32.56 THB

** 1 rai = 0.16 hectare

Source: Bangkok Post. (2025, August 14). *Rice farmers to receive B40bn in aid.*

Viet Nam

Viet Nam is projected to become the second-largest rice exporter in 2025. The global rice market is experiencing

oversupply. Since late 2024, global supply has been steadily rising, causing rice prices, both globally and in Viet Nam, to fall. Currently, Viet Nam’s average export price is around 514 USD per tonne, which remains higher than that of other suppliers, which is lower than in 2024. Under the circumstances, according to the Vietnam Food Association (VFA), Vietnam’s rice exports are expected to reach 8 million tonnes in 2025, making it the world’s second-largest rice exporter. Viet Nam enjoys a strong foothold in major consumption markets such as the Philippines, Africa, and China. It is expected that rice prices will fall further in the medium term and may not return to previous levels soon. To ensure the sustainable development of the rice sector, VFA proposed boosting exports to high-value and stable markets such as Japan, the Republic of Korea, and the European Union, noting that government-level engagement would be necessary to penetrate these markets.

Source: VietnamPlus. (2025, August 14). *Vietnam projected to become world’s second-largest rice exporter this year.*

Japan

Japan’s average retail price of rice increased to 3,737 JPY.

The average retail price of rice at supermarkets across Japan rose to 3,737 JPY (25.36 USD) per 5 kilogrammes in the week through 2025, 10 August. According to the Ministry of Agriculture, Forestry and Fisheries, the average retail rice prices increased from the previous week by 195 JPY (1.32 USD). This may reflect the start of sales of this year’s new rice production, which is typically more expensive than the stockpiled rice.

*1 USD = 147.37 JPY

Source: Xinhua. (2025, August 19). *Japan’s rice prices rise amid new harvest sales.*

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* This Weekly Update on ASEAN Plus Three Rice Situations is based on all available sources during the period and may be missing some important facts. The APTERR Secretariat shall take no responsibility for data accuracy in this publication and any consequence of their use.