



WEEKLY UPDATE ON ASEAN PLUS THREE RICE SITUATIONS

No. 433
3 – 9 September 2025

Malaysia

Malaysia's local rice faces competition from imported rice.

According to the Ministry of Agriculture and Food Security (MAFS), the in-depth study on the current lack of marketability of local rice is conducted as the current local rice prices at 26 MYR (6.16 USD) per 10 kilogrammes, which are too cheap and not significantly different from the imported rice. In response, MAFS is expected to launch a campaign encouraging consumers to purchase local rice and continue to monitor retail prices to ensure local white rice remains affordable after the termination of the Subsidised Local White Rice Special Programme.

*1 USD = 4.22 MYR

Source: The Sun Malaysia. (2025, September 6). *Local rice faces marketability issues amid price competition with imports.*

Thailand

Thailand's rice export value dropped 26 percent in 2025.

Thailand's rice exports as at 17 August 2025 totalled 3.87 million tonnes, a 26 percent decline compared to the 5.29 million tonnes of rice that exported in 2024. According to the US Department of Agriculture's Foreign Agricultural Service, this decline pushed Thailand from the second to the third-largest rice exporter in the world. The downturn of Thai's rice export is driven by intense competitor which is India, and weakening demand from key buyers, including Indonesia and the Philippines. The AFS noted Thai baht fluctuation has further undermined price

competitiveness, while industry sources added that US tariff changes added price volatility to the premium jasmine rice segment. Furthermore, farmers have faced financial concern from the falling farmgate prices during August. The government has response this concern by approved a 37.9 billion THB (1.02 billion USD) rice price stability programme, which provides subsidies of 1,000 THB per rai (about 4.9 USD per hectare), capped at 10,000 THB (309 USD) per household. In addition, the stability programme covers more than 5.49 million registered rice farming households.

*1 rai = 0.16 hectares

1 hectare = 6.25 rai

Source: World-Grain.com. (2025, September 8). *Thailand's rice exports fall sharply.*

Republic of Korea

The price 20-kilogramme package of rice is exceeding 60,000 KRW.

According to the Fisheries & Food Trade Corporation on September 3, 2025, the average retail price of a 20-kilogramme package of rice was 60,294 KRW (43.39 USD), a 17.2% increase from 2024. After the rice price reached 60,000 KRW (43.17 USD) in late July 2025, the government intervened with discounts to bring the price down to the 59,000 KRW (42.45 USD) range but it has now crossed the 60,000 won again. The rise in rice prices is driven by local distributors having low inventories ahead of the new harvest season, as they scramble to secure raw rice. In response, government has begun releasing the reserved rice and expanded discounts for major retailers from 3,000 KRW (2.16 USD) to 4,000-5,000 KRW (2.88-3.60 USD) per 20-kilogramme of rice to stabilise the prices.

*1 USD = 1,389.72 KRW

Source: The Chosun Daily. (2025, September 4). *20kg rice surpasses 60,000 won in South Korea as bread prices surge.*

Gathered by the APTERR Secretariat
Tel: +66 (0) 2579 4816-17 Fax: +66 (0) 2579 4840
Email: phattaranan.jir@apterr.org
Website: <http://www.apterr.org/>

* 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.