



WEEKLY UPDATE ON ASEAN PLUS THREE RICE SITUATIONS

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Thailand

Thailand extends the state rice support measures. Thailand's Cabinet has approved an extension of key rice support measures, following three proposals from the Commerce Ministry, to address continued volatility in the global rice market. The first measure is the interest compensation programme for rice traders, extended from October 31, 2025, to April 30, 2026, to boost liquidity for purchasing rice from farmers. The second measure reduces loan limits under the paddy sales-delay credit programme for the 2025–26 crop year, cutting the total loan budget from 36.23 billion THB (1.15 billion USD) to 35.01 billion THB (1.12 billion USD), and lowering the one-off support budget from 9.16 billion THB (292 million USD) to 9.01 billion THB (287 million USD). The third measure promotes high-quality rice cultivation among 200 farmer groups, with a one-time budget of 120 million THB (3.83 million USD) from the Farmers' Assistance Fund. Notably, the paddy rice absorption programme for the 2025–26 season, targeting 3 million tonnes and requiring 1.68 billion THB (approximately 53.55 million USD), was blocked after the Council of State ruled that it would create obligations for the next government.

*1 USD = 31.37 THB

Source: Bangkok Post. (2026, January 7). *State rice support measures extended.*

Viet Nam

Viet Nam rice exports decline amid weak global demand. According to the General Department of Viet Nam Customs, Viet Nam exported more than 8.06 million tonnes of rice in 2025. Export volume fell 10.8 percent compared to 2024, while export value dropped 27.6 percent, reflecting the impact of a global downturn in rice prices. Recently, Viet Nam's 5 percent broken rice was quoted at 360 – 365 USD per tonne. A trader said that rice trading has slowed due to weak global demand, adding that demand will remain subdued as major buyers such as the Philippines and Indonesia may reduce purchases, while supplies from India are projected to rise sharply. Meanwhile, rice production continues domestically, with 73.8 percent of the planned 2025–2026 Winter–Spring crop already planted in the Mekong Delta, which is Viet Nam's largest rice-producing region.

Source: Nation Thailand. (2026, January 12). *Vietnam exports over 8 million tonnes of rice, earning \$4.1 billion in 2025.*

Japan

Japan's rice price has reached a new record high. According to the Ministry of Agriculture, Forestry and Fisheries (MAFF), the average rice price at around 1,000 supermarkets in Japan increased by 93 JPY (0.58 USD) to 4,416 JPY (27.74 USD) per 5-kilogramme. According to the latest report, prices of Japan's brand rice, mainly newly harvested varieties, slightly increased to 4,516 JPY (28.37 USD), increasing their share of total rice sales to 74 percent. In contrast, prices of cheaper blended rice jumped sharply, while its market share declined to 26 percent.

*1 USD = 159.20 JPY

Source: nippon.com. (2026, January 10). *Japan's Average Rice Price Hits New Record High.*

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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.