

Global Bran Market Size study, by Source (Wheat, Rice, Corn, Barley), Application (Food, Animal Feed, Health & Wellness), Distribution Channel (B2B, B2C), and Regional Forecasts 2022-2032

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Abstracts

Global Bran Market is valued approximately at USD 75.47 billion in 2023 and is expected to grow with a remarkable CAGR of more than 8.50% over the forecast period 2024-2032. Bran, the outer layer of cereal grains, has evolved from a milling by-product into a dynamic, high-value functional ingredient across diverse end-use sectors. Rich in dietary fiber, essential fatty acids, antioxidants, and micronutrients, bran is being increasingly leveraged to enhance nutritional profiles in food, fortify animal feed, and support health and wellness formulations. As consumer awareness pivots toward whole-grain and fiber-rich consumption patterns, the market for bran is stepping into a new era of demand acceleration, product innovation, and global expansion.

The market's ascendancy is underpinned by several structural and consumer-driven factors. The rising prevalence of lifestyle-related ailments such as obesity, diabetes, and cardiovascular conditions has sparked an intensified demand for functional foods, where bran plays a pivotal role in digestive health and glycemic control. Moreover, food manufacturers are embracing bran as a sustainable and economical means of reformulating bakery, snack, and cereal products without compromising taste or texture. Parallely, in the animal feed sector, bran is gaining ground as an efficient and cost-effective dietary fiber and energy source, especially in livestock and poultry nutrition.

Notwithstanding its promise, the market faces barriers linked to perishability, fluctuating raw material availability, and limited awareness in developing economies. Bran's high oil content, particularly in rice and wheat variants, makes it prone to rancidity, necessitating investment in stabilization and preservation technologies. Additionally,

while demand from food and feed sectors is rising, a lack of processing infrastructure and integrated supply chains in emerging markets could impede widespread commercialization. However, increasing governmental support, sustainability incentives, and technological advancements in bran extraction and encapsulation are steadily offsetting these roadblocks.

The evolution of bran is no longer confined to bulk commodities. Premiumization is taking hold, with fortified bran products now being incorporated into gluten-free foods, nutraceutical blends, organic pet food, and personalized health supplements. Market players are exploring bioactive components from bran—including ferulic acid, beta-glucan, and tocotrienols—for their anti-inflammatory and anti-aging properties, further extending applications in functional foods and cosmeceuticals. With clean-label positioning gaining traction across categories, bran-based ingredients are poised to support brands' transitions toward natural, ethical, and traceable product portfolios.

Regionally, North America dominates the bran market landscape, driven by its well-established food processing industry, high fiber consumption awareness, and increasing demand for non-GMO, organic ingredients. Europe trails closely, backed by strong regulatory support for whole grains and sustainability in animal husbandry practices. Meanwhile, the Asia Pacific region is expected to witness the fastest growth during the forecast period, with countries like India, China, and Japan boosting cereal production, encouraging whole-grain consumption, and investing in processing infrastructure. Latin America and the Middle East & Africa are also experiencing a demand uptick, especially as urbanization and health-focused dietary shifts reshape consumption patterns.

Major market player included in this report are:

Archer Daniels Midland Company

Riceland Foods Inc.

Wilmar International

Bob's Red Mill Natural Foods

Bunge Limited

Grain Millers, Inc.

Hindustan Animal Feeds

Jordan Rice Mills

ShivSahyadri Agro

Nutrativa Global

NOW Foods

Purelife Organic Foods

Quaker Oats Company

Associated British Foods PLC

Cargill, Incorporated

The detailed segments and sub-segment of the market are explained below:

By Source

Wheat

Rice

Corn

Barley

By Application

Food

Animal Feed

Health & Wellness

By Distribution Channel

B2B

B2C

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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