

Global Edible Flakes Market Size Study, By Product (Corn Flakes, Oat Flakes, Wheat Flakes, Others), By Distribution Channel (Online, Offline), And Regional Forecasts 2022-2032

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Abstracts

The global edible flakes market is valued at approximately USD 21.99 billion in 20223 and is expected to grow with a healthy growth rate of more than 6.2% over the forecast period 2024-2032. Changing consumer dietary patterns, particularly a growing preference for healthy and ready-to-eat breakfast options, are pivotal factors driving the market growth. Urban consumers are shifting toward convenience-based products such as corn, oat, and wheat flakes, driven by increasing awareness of their nutritional benefits. These edible flakes provide balanced nutrition, with key offerings like fiber-rich oat flakes, iron-packed corn flakes, and high-fiber wheat flakes serving as attractive options for health-conscious consumers.

Increasing disposable incomes in emerging markets and a rise in demand for convenience food further stimulate market growth. For example, in August 2024, WK Kellogg Co introduced innovative multigrain flakes with raisin and oat cluster combinations, addressing the evolving consumer demand for health-oriented breakfast products. Additionally, the expansion of online distribution channels, coupled with robust offline networks, has amplified the accessibility of edible flakes globally, significantly contributing to their market penetration.

However, challenges such as fluctuating raw material prices and rising consumer concerns over sugar content in breakfast cereals may hinder market expansion during the forecast period. Despite these challenges, innovative product launches and growing consumer preferences for plant-based and low-calorie diets present lucrative growth opportunities for the edible flakes market.

The market's regional growth is led by North America, which accounted for a significant revenue share in 2024 due to its well-established breakfast cereal culture and the presence of leading brands like Kellogg's and Quaker Oats. Meanwhile, Asia Pacific is expected to witness the highest CAGR, driven by increasing urbanization, Westernized dietary preferences, and the rapid growth of e-commerce platforms in countries like India and China.

Major market players included in this report are:

Nestl?

WK Kellogg Co

General Mills Inc.

The Quaker Oats Company (PepsiCo Inc.)

Dr. August Oetker KG

Bagrry's

Marico Ltd.

The Br?ggen Group

Nature's Path

Mars Incorporated

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

By Product

Corn Flakes

Oat Flakes

Wheat Flakes

Others (Rice, Potato)

By Distribution Channel

Online

Offline

By Region:

North America

U.S.

Canada

Mexico

Europe

U.K.

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

Middle East

UAE

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 the 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 approaches.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

Contents

CHAPTER 1. GLOBAL EDIBLE FLAKES MARKET EXECUTIVE SUMMARY

- 1.1. Global Edible Flakes Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Product
 - 1.3.2. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL EDIBLE FLAKES MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL EDIBLE FLAKES MARKET DYNAMICS

- 3.1. Market Drivers

- 3.1.1. Rising Demand for Ready-to-Eat Cereals
- 3.1.2. Increasing Health Consciousness Among Consumers
- 3.1.3. Expanding Online Distribution Networks
- 3.2. Market Challenges
 - 3.2.1. High Raw Material Costs
 - 3.2.2. Sugar Content Concerns
- 3.3. Market Opportunities
 - 3.3.1. Innovations in Product Formulations
 - 3.3.2. Growing Adoption of Plant-Based Diets

CHAPTER 4. GLOBAL EDIBLE FLAKES MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunity
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL EDIBLE FLAKES MARKET SIZE & FORECASTS BY PRODUCT (2022–2032)

- 5.1. Segment Dashboard
- 5.2. Global Edible Flakes Market: Product Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 5.2.1. Corn Flakes
 - 5.2.2. Oat Flakes

5.2.3. Wheat Flakes

5.2.4. Others (Rice, Potato)

CHAPTER 6. GLOBAL EDIBLE FLAKES MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL (2022–2032)

6.1. Segment Dashboard

6.2. Global Edible Flakes Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

6.2.1. Online

6.2.2. Offline

CHAPTER 7. GLOBAL EDIBLE FLAKES MARKET SIZE & FORECASTS BY REGION (2022–2032)

7.1. North America Edible Flakes Market

7.1.1. U.S. Edible Flakes Market

7.1.1.1. Product Breakdown Size & Forecasts, 2022–2032

7.1.1.2. Distribution Channel Breakdown Size & Forecasts, 2022–2032

7.1.2. Canada Edible Flakes Market

7.1.3. Mexico Edible Flakes Market

7.2. Europe Edible Flakes Market

7.2.1. U.K. Edible Flakes Market

7.2.2. Germany Edible Flakes Market

7.2.3. France Edible Flakes Market

7.2.4. Italy Edible Flakes Market

7.2.5. Spain Edible Flakes Market

7.3. Asia Pacific Edible Flakes Market

7.3.1. China Edible Flakes Market

7.3.2. India Edible Flakes Market

7.3.3. Japan Edible Flakes Market

7.3.4. Australia Edible Flakes Market

7.3.5. South Korea Edible Flakes Market

7.4. Latin America Edible Flakes Market

7.4.1. Brazil Edible Flakes Market

7.5. Middle East Edible Flakes Market

7.5.1. UAE Edible Flakes Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

8.1. Key Company SWOT Analysis

8.1.1. Nestl?

8.1.2. WK Kellogg Co

8.1.3. General Mills Inc.

8.2. Top Market Strategies

8.3. Company Profiles

8.3.1. Nestl?

8.3.1.1. Key Information

8.3.1.2. Overview

8.3.1.3. Financial (Subject to Data Availability)

8.3.1.4. Product Summary

8.3.1.5. Market Strategies

8.3.2. WK Kellogg Co

8.3.3. General Mills Inc.

8.3.4. The Quaker Oats Company (PepsiCo Inc.)

8.3.5. Dr. August Oetker KG

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

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