

Global Oats Market Size study, by Product Type (Whole Oats, Rolled Oats, Steel-Cut Oats, Instant Oats), Application (Food and Beverage, Animal Feed, Pharmaceuticals, Cosmetics), Form (Granules, Flakes, Powder, Coarse), End Use (Household, Food Service, Bakery, Cereal Production) and Regional Forecasts 2022–2032

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Abstracts

Global Oats Market is valued at approximately USD 5.49 billion in 2023 and is anticipated to grow with a steady CAGR of more than 3.40% over the forecast period 2024–2032. Once considered a humble grain, oats have seen a renaissance driven by the global surge in demand for plant-based, high-fiber, and nutrient-dense foods. Their versatility across both food and non-food categories, from breakfast cereals and baked goods to skincare and nutraceuticals, has firmly established oats as a cornerstone of health-conscious consumption. Rising consumer focus on digestive wellness, sustainable agriculture, and clean-label product transparency is bolstering the market's expansion across developed and emerging economies alike.

A shift in dietary habits—characterized by growing aversion to processed grains and artificial additives—has propelled oats into the spotlight, particularly in whole, steel-cut, and rolled forms. As consumers lean into plant-forward lifestyles, oats are gaining favor due to their gluten-free nature, cardiovascular benefits, and satiety-inducing properties. Food manufacturers, capitalizing on this trend, are crafting oat-based innovations such as oat milk, oat flour pasta, and probiotic oatmeal snacks. Simultaneously, oats are making inroads in pharmaceuticals and cosmeceuticals for their anti-inflammatory and cholesterol-lowering qualities, opening new frontiers beyond the breakfast aisle.

The proliferation of functional foods and demand for convenient yet wholesome nutrition formats is driving the uptake of oats in various forms—granules, flakes, powders, and coarse cuts. Each form offers tailored benefits to application segments like household usage, food service chains, bakery products, and industrial cereal production. Powdered oats are particularly seeing traction in ready-to-drink beverages and sports nutrition products, while flaked oats dominate bakery and breakfast mixes. The rise in private-label branding and DTC (direct-to-consumer) distribution has also lowered entry barriers for artisanal and specialty oat brands.

Yet, the market faces challenges from fluctuating raw material prices, unpredictable climatic conditions impacting oat yields, and stringent food quality standards. Supply chain digitization and crop diversification programs are being adopted to address these volatility issues. Moreover, advances in precision agriculture and seed hybridization are helping improve yields, reduce pesticide use, and extend shelf life—benefitting both producers and consumers. The integration of oat cultivation within regenerative farming frameworks also aligns with ESG mandates, enhancing brand equity and investor interest.

Regionally, North America holds a substantial share of the global oats market due to the established popularity of oatmeal and granola, rising veganism, and the widespread adoption of oat milk alternatives. Europe follows closely, particularly the Nordic countries and the UK, where oats are deeply ingrained in traditional and functional food systems. Meanwhile, the Asia Pacific region is projected to grow at the fastest pace, fueled by growing middle-class consumption, westernization of diets, and increasing awareness of oats as a weight management and heart-healthy food in countries like China, India, and Japan. Latin America and the Middle East & Africa are gradually catching up, with oats being introduced into local cuisines and nutrition programs.

Major market player included in this report are:

The Quaker Oats Company (PepsiCo, Inc.)

Nature's Path Foods

Bob's Red Mill Natural Foods

General Mills Inc.

Richardson International Limited

Nestlé S.A.

Glanbia PLC

Grain Millers, Inc.

Morning Foods Ltd.

The Kellogg Company

Avena Foods Limited

Blue Lake Milling Pty Ltd.

Bagrry's India Ltd.

B&G Foods, Inc.

Abbott Nutrition

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

By Product Type

Whole Oats

Rolled Oats

Steel-Cut Oats

Instant Oats

By Application

Food and Beverage

Animal Feed

Pharmaceuticals

Cosmetics

By Form

Granules

Flakes

Powder

Coarse

By End Use

Household

Food Service

Bakery

Cereal Production

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.

Contents

CHAPTER 1. GLOBAL OATS MARKET EXECUTIVE SUMMARY

- 1.1. Global Oats Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Product Type
 - 1.3.2. By Application
 - 1.3.3. By Form
 - 1.3.4. By End Use
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL OATS 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 OATS MARKET DYNAMICS

Global Oats Market Size study, by Product Type (Whole Oats, Rolled Oats, Steel-Cut Oats, Instant Oats), Applic...

3.1. Market Drivers

- 3.1.1. Rising demand for plant-based, high-fiber nutrition
- 3.1.2. Expansion of functional food and non food applications
- 3.1.3. Growth of DTC and private label oat innovations

3.2. Market Challenges

- 3.2.1. Raw material price volatility and crop yield fluctuations
- 3.2.2. Stringent food safety and quality regulations

3.3. Market Opportunities

- 3.3.1. Emerging cosmetics and nutraceutical applications
- 3.3.2. Rapid growth in Asia Pacific health and wellness markets
- 3.3.3. ESG driven regenerative agriculture and traceability

CHAPTER 4. GLOBAL OATS 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
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

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 OATS MARKET SIZE & FORECASTS BY PRODUCT TYPE 2022–2032

5.1. Segment Dashboard

5.2. Global Oats Market: Product Type Revenue Trend Analysis, 2022 & 2032 (USD Million)

5.2.1. Whole Oats

5.2.2. Rolled Oats

5.2.3. Steel Cut Oats

5.2.4. Instant Oats

CHAPTER 6. GLOBAL OATS MARKET SIZE & FORECASTS BY APPLICATION 2022–2032

6.1. Segment Dashboard

6.2. Global Oats Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million)

6.2.1. Food and Beverage

6.2.2. Animal Feed

6.2.3. Pharmaceuticals

6.2.4. Cosmetics

CHAPTER 7. GLOBAL OATS MARKET SIZE & FORECASTS BY REGION 2022–2032

7.1. North America Oats Market

7.1.1. U.S. Oats Market

7.1.2. Canada Oats Market

7.2. Europe Oats Market

7.2.1. UK Oats Market

7.2.2. Germany Oats Market

7.2.3. France Oats Market

7.2.4. Spain Oats Market

7.2.5. Italy Oats Market

7.2.6. Rest of Europe Oats Market

7.3. Asia Pacific Oats Market

7.3.1. China Oats Market

7.3.2. India Oats Market

7.3.3. Japan Oats Market

7.3.4. Australia Oats Market

7.3.5. South Korea Oats Market

7.3.6. Rest of Asia Pacific Oats Market

- 7.4. Latin America Oats Market
 - 7.4.1. Brazil Oats Market
 - 7.4.2. Mexico Oats Market
 - 7.4.3. Rest of Latin America Oats Market
- 7.5. Middle East & Africa Oats Market
 - 7.5.1. Saudi Arabia Oats Market
 - 7.5.2. South Africa Oats Market
 - 7.5.3. Rest of Middle East & Africa Oats Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. The Quaker Oats Company (PepsiCo, Inc.)
 - 8.1.2. Nature's Path Foods
 - 8.1.3. Bob's Red Mill Natural Foods
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. The Quaker Oats Company (PepsiCo, Inc.)
 - 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. Nature's Path Foods
 - 8.3.3. Bob's Red Mill Natural Foods
 - 8.3.4. General Mills Inc.
 - 8.3.5. Richardson International Limited
 - 8.3.6. Nestl? S.A.
 - 8.3.7. Glanbia PLC
 - 8.3.8. Grain Millers, Inc.
 - 8.3.9. Morning Foods Ltd.
 - 8.3.10. The Kellogg Company
 - 8.3.11. Avena Foods Limited
 - 8.3.12. Blue Lake Milling Pty Ltd.
 - 8.3.13. Bagrry's India Ltd.
 - 8.3.14. B&G Foods, Inc.
 - 8.3.15. Abbott Nutrition

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

List Of Tables

LIST OF TABLES

TABLE 1. Global Oats market, report scope

TABLE 2. Global Oats market estimates & forecasts by Region 2022–2032 (USD Million)

TABLE 3. Global Oats market estimates & forecasts by Product Type 2022–2032 (USD Million)

TABLE 4. Global Oats market estimates & forecasts by Application 2022–2032 (USD Million)

TABLE 5. Global Oats market estimates & forecasts by Form 2022–2032 (USD Million)

TABLE 6. Global Oats market estimates & forecasts by End Use 2022–2032 (USD Million)

TABLE 7. Global Oats market by segment, estimates & forecasts, 2022–2032 (USD Million)

TABLE 8. Global Oats market by region, estimates & forecasts, 2022–2032 (USD Million)

TABLE 9. U.S. Oats market estimates & forecasts, 2022–2032 (USD Million)

TABLE 10. Canada Oats market estimates & forecasts, 2022–2032 (USD Million)

TABLE 11. UK Oats market estimates & forecasts, 2022–2032 (USD Million)

TABLE 12. Germany Oats market estimates & forecasts, 2022–2032 (USD Million)

TABLE 13. China Oats market estimates & forecasts, 2022–2032 (USD Million)

TABLE 14. India Oats market estimates & forecasts, 2022–2032 (USD Million)

TABLE 15. Brazil Oats market estimates & forecasts, 2022–2032 (USD Million)

TABLE 16. Middle East & Africa Oats market estimates & forecasts, 2022–2032 (USD Million)

TABLE 17. Global Oats market by product type, YoY growth, 2022–2032

TABLE 18. Global Oats market by application, YoY growth, 2022–2032

TABLE 19. Global Oats market by form, YoY growth, 2022–2032

TABLE 20. Global Oats market by end use, YoY growth, 2022–2032

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