

Global Porridge Market Size study & Forecast, by Type (Oat, Maize, Wheat, Rice, and Millet), by Distribution Channel (Hypermarkets, Supermarkets, Specialty Stores, and Departmental Stores) and Regional Analysis, 2022-2029

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Abstracts

Global Porridge Market is valued at approximately USD 240.9 million in 2021 and is anticipated to grow with a healthy growth rate of more than 7.5% over the forecast period 2022-2029. Porridge is a type of breakfast dish that is made by cooking oats with water and milk. Also, several types of spices, fruits, and sweeteners, such as honey and sugar syrup, are also used in this dish. Moreover, Porridge can be made using different grains including buckwheat, quinoa, and brown rice among others. Porridge is considered highly nutritious, and rich in dietary fibers. The daily consumption of Porridge controls high cholesterol levels and prevents weight gain. The increasing consumption of functional foods and beverages and changes in food consumption patterns as well as strategic initiatives from leading market players are key factors contributing to the growth of the Global Porridge Market.

The increasing consumer inclination towards functional food & beverages is the key factor driving the demand for Porridge. For instance, in 2021, the global functional foods and beverage market was valued at USD 281.14 billion, and the market is projected to grow at a compound annual growth rate of about 9.5 percent between 2021 and 2028 to reach USD 530.67 billion by 2028. Moreover, as per the Institute of Food Technologies (IFT) estimates- as of 2020, the global sales of fortified/functional food were valued at USD 267 billion, and naturally healthy food sales were USD 259 billion. Also, growing emergence of online distribution channels and increasing incidences of lifestyle disorders would create a lucrative growth prospectus for the market over the forecast period. However, the high cost associated with Porridge coupled with rising threat of

food contamination impede the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Porridge Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of global market share owing to the increasing consumption of Porridge as well as presence of leading market players in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising expansion of online food services platforms as well as increasing incidences of lifestyle related health problems in the region.

Major market players included in this report are:

Abbott Nutrition Inc
ABF Grain Products Limited
Bagrry's India Ltd.
Conagra Foods Inc.
Dr. McDougall's Right Foods
General Mills Inc.
Kellogg Company
McCanns
Nestle S.A.,
The Quaker Oats Company

Recent Developments in the Market:

In August 2022, Quaker oats, a part of PepsiCo Group launched a new non-HFSS porridge pot line-up. This new range would be available in two flavors including chocolate orange, made with rich cocoa and dark chocolate flakes, and caramel fudge.

Global Porridge Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

Oat

Maize

Wheat

Rice

Millet

By Distribution Channel

Hypermarkets

Supermarkets

Specialty Stores

Departmental Stores

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

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