

Global Oats Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Oats market size will reach 9,126.60 Million USD in 2025 and is projected to reach 11,580.21 Million USD by 2032, with a CAGR of 3.46% (2025-2032). Notably, the China Oats market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Oats are a type of cereal grain commonly cultivated for their edible seeds. Scientifically known as *Avena sativa*, oats are widely consumed worldwide and are highly regarded for their nutritional benefits. Oats are available in various forms, including whole oats (oat groats), rolled oats, instant oats, and steel-cut oats. They are rich in dietary fiber, vitamins (such as vitamin B, vitamin E, and folate), minerals (such as manganese, phosphorus, and magnesium), and antioxidants. Oats are often consumed as a staple breakfast food in the form of oatmeal, porridge, or muesli. They offer numerous health benefits, including improved digestive health, regulated blood sugar levels, reduced cholesterol levels, and enhanced heart health. Oats are versatile and can be incorporated into baked goods, smoothies, granola bars, and other dishes, making them a nutritious and versatile ingredient for a well-balanced diet.

The major global manufacturers of Oats include Quaker Oats Company, Morning Foods, General Mills, Richardson International, Grain Millers, Avena Foods, Blue Lake Milling, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial

market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Oats. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Oats market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Oats market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Oats industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Oats Include:

Quaker Oats Company

Morning Foods

General Mills

Richardson International

Grain Millers

Avena Foods

Blue Lake Milling

Oats Product Segment Include:

Groats

Regular/Flakes

Powder/Flour

Oats Product Application Include:

Food Ingredient

Bakery & Confectionery

Healthcare Products

Personal Care Products

Other

Chapter Scope

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