

Global Oat-Based Protein Drinks Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Oat-Based Protein Drinks market size was valued at US\$ 319 million in 2025 and is forecast to a readjusted size of US\$ 682 million by 2032 with a CAGR of 11.2% during review period.

Oat-Based Protein Drinks refer to ready-to-drink plant-based protein beverages formulated with an oat drink base, oat hydrolysate, or oat extract system, and fortified with oat protein, pea protein, soy protein, fava bean protein, or blended plant proteins. The product is typically a liquid beverage with an off-white to light beige appearance, oat-like cereal notes, dietary fiber or beta-glucan characteristics, and is processed through homogenization, enzymatic treatment, UHT sterilization, aseptic filling, or chilled filling into ambient or refrigerated formats. The report scope mainly covers packaged ready-to-drink high-protein oat beverages, oat protein shakes, sports nutrition oat protein drinks, and fortified oat-based plant drinks, excluding ordinary low-protein oat milk, oat powder, protein powder, freshly prepared caf? oat drinks, and non-RTD beverage ingredients. Major production regions include Europe, North America, China, Southeast Asia, and Australia, while end uses cover daily nutrition, dairy alternatives, sports and fitness, weight management, breakfast replacement, convenience retail, and coffee or tea beverage channels.

In 2025, global Oat-Based Protein Drinks production reached approximately 144 K MT to 216 K MT. Driven by plant protein fortification, UHT and aseptic packaging, ambient convenience-channel expansion, and sports nutrition positioning, the average ex-factory price of this category was materially higher than that of standard oat drinks, with mainstream FOB prices ranging from USD 1,260 to USD 1,845 per MT.

This report is a detailed and comprehensive analysis for global Oat-Based Protein Drinks market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Oat-Based Protein Drinks market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Oat-Based Protein Drinks market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Oat-Based Protein Drinks market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Oat-Based Protein Drinks market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Oat-Based Protein Drinks

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Oat-Based Protein Drinks market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Oatly Group AB, Danone S.A., Califia

Farms, LLC, Elmhurst Milked Direct, LLC, BetterBody Foods & Nutrition LLC, Minor Figures Limited, Oddlygood Global Ltd, OATSIDE Pte. Ltd., Vitasoy International Holdings Limited, Otsuka Foods Co., Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Oat-Based Protein Drinks market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Ready-To-Drink Liquid Products

Powdered Oat Protein Drink Mixes

Others

Market segment by Storage Format

Shelf-Stable Format

Chilled Format

Frozen and Other Formats

Market segment by Protein Content

Standard Protein (1.0 - 2.9 g / 100ml)

High Protein (? 3.0 g / 100ml)

Others

Market segment by Sales Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Retail
- Foodservice and Specialty Channels

Market segment by Application

- Retail Consumers
- Foodservice Customers
- Others

Major players covered

- Oatly Group AB
- Danone S.A.
- Califia Farms, LLC
- Elmhurst Milked Direct, LLC
- BetterBody Foods & Nutrition LLC
- Minor Figures Limited
- Oddlygood Global Ltd
- OATSIDE Pte. Ltd.

Vitasoy International Holdings Limited

Otsuka Foods Co., Ltd.

Kagome Co., Ltd.

Inner Mongolia Yili Industrial Group Co., Ltd.

China Mengniu Dairy Company Limited

FreeNow Foods Co., Ltd.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Oat-Based Protein Drinks product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Oat-Based Protein Drinks, with price, sales quantity, revenue, and global market share of Oat-Based Protein Drinks from 2021 to 2026.

Chapter 3, the Oat-Based Protein Drinks competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed

emphatically by landscape contrast.

Chapter 4, the Oat-Based Protein Drinks breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Oat-Based Protein Drinks market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Oat-Based Protein Drinks.

Chapter 14 and 15, to describe Oat-Based Protein Drinks sales channel, distributors, customers, research findings and conclusion.

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