

# Global Oat-Based Protein Drinks Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G217BAA7C9C2EN.html>

Date: June 2026

Pages: 135

Price: US\$ 4,480.00 (Single User License)

ID: G217BAA7C9C2EN

## Abstracts

The global Oat-Based Protein Drinks market size is expected to reach \$ 682 million by 2032, rising at a market growth of 11.2% CAGR during the forecast period (2026-2032).

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 studies the global Oat-Based Protein Drinks production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Oat-Based Protein Drinks and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Oat-Based Protein Drinks that contribute to its increasing demand across many markets.

#### Highlights and key features of the study

Global Oat-Based Protein Drinks total production and demand, 2021-2032, (Tons)

Global Oat-Based Protein Drinks total production value, 2021-2032, (USD Million)

Global Oat-Based Protein Drinks production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Oat-Based Protein Drinks consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Oat-Based Protein Drinks domestic production, consumption, key domestic manufacturers and share

Global Oat-Based Protein Drinks production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Oat-Based Protein Drinks production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Oat-Based Protein Drinks production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Oat-Based Protein Drinks market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Oat-Based Protein Drinks market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

#### Global Oat-Based Protein Drinks Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Oat-Based Protein Drinks Market, Segmentation by Type:

Ready-To-Drink Liquid Products

Powdered Oat Protein Drink Mixes

Others

#### Global Oat-Based Protein Drinks Market, Segmentation by Storage Format:

Shelf-Stable Format

Chilled Format

Frozen and Other Formats

Global Oat-Based Protein Drinks Market, Segmentation by Protein Content:

Standard Protein (1.0 - 2.9 g / 100ml)

High Protein (? 3.0 g / 100ml)

Others

Global Oat-Based Protein Drinks Market, Segmentation by Sales Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Retail

Foodservice and Specialty Channels

Global Oat-Based Protein Drinks Market, Segmentation by Application:

Retail Consumers

Foodservice Customers

Others

Companies Profiled:

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.

#### Key Questions Answered:

1. How big is the global Oat-Based Protein Drinks market?
2. What is the demand of the global Oat-Based Protein Drinks market?
3. What is the year over year growth of the global Oat-Based Protein Drinks market?
4. What is the production and production value of the global Oat-Based Protein Drinks market?
5. Who are the key producers in the global Oat-Based Protein Drinks market?
6. What are the growth factors driving the market demand?

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