

# Global Oat-Based Snacks Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Oat-Based Snacks market size was valued at USD 14460 million in 2023 and is forecast to a readjusted size of USD 18100 million by 2030 with a CAGR of 3.3% during review period.

Oat-based snacks is a snack made of oats.

During 2017, the oat-based bakery and bars segment accounted for the maximum market shares and will continue its dominance over the next few years. This growth of this segment is due to the changing consumption habits of consumers in developing countries like India, Brazil, and Thailand. Moreover, in developed countries like the US, France, and the UK, it has been observed that the leading brands are investing significantly in product innovation process, thereby preventing their brands from reaching a saturation stage in their respective product life cycle. Furthermore, the increasing focus on leading a healthy lifestyle has led people prefer oat-based snacks over regular bakery products, leading to this segment's growth until the end of 2023.

The Global Info Research report includes an overview of the development of the Oat-Based Snacks industry chain, the market status of Supermarkets and Hypermarkets (Oat-Based Bakery and Bars, Oat-Based Savory), Independent Retailers (Oat-Based Bakery and Bars, Oat-Based Savory), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Oat-Based Snacks.

Regionally, the report analyzes the Oat-Based Snacks markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives

and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Oat-Based Snacks market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Oat-Based Snacks market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Oat-Based Snacks industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Oat-Based Bakery and Bars, Oat-Based Savory).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Oat-Based Snacks market.

**Regional Analysis:** The report involves examining the Oat-Based Snacks market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Oat-Based Snacks market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Oat-Based Snacks:

**Company Analysis:** Report covers individual Oat-Based Snacks manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Oat-Based Snacks. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarkets and Hypermarkets, Independent Retailers).

**Technology Analysis:** Report covers specific technologies relevant to Oat-Based Snacks. It assesses the current state, advancements, and potential future developments in Oat-Based Snacks areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Oat-Based Snacks market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Oat-Based Snacks market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Oat-Based Bakery and Bars

Oat-Based Savory

Other

### Market segment by Application

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

Major players covered

General Mills

Kellogg

Mondelez International

Nairn's Oatcakes

Quaker Oats Company

Bobo's Oat Bars

Britannia Industries

Curate Snacks

Pamela's Products

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 Snacks product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Oat-Based Snacks, with price, sales, revenue and global market share of Oat-Based Snacks from 2019 to 2024.

Chapter 3, the Oat-Based Snacks competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Oat-Based Snacks breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Oat-Based Snacks market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Snacks.

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

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