

# Oat Flakes Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/OF2465F26A69EN.html>

Date: August 2025

Pages: 190

Price: US\$ 4,850.00 (Single User License)

ID: OF2465F26A69EN

## Abstracts

The Global Oat Flakes Market was valued at USD 2.7 billion in 2024 and is estimated to grow at a CAGR of 5.4% to reach USD 4.5 billion by 2034. Oat flakes are produced by steaming, rolling, and flattening whole oat groats. These flakes have become a popular breakfast staple and functional ingredient in various packaged and baked food products. The rising emphasis on health and wellness among consumers is a significant factor fueling the growth of this market. Known for being rich in fiber, essential minerals, and vitamins, oat flakes appeal to health-conscious individuals seeking wholesome and convenient meal or snack alternatives.

Product innovation is playing a key role in shaping industry. Many top brands are diversifying their offerings to include instant oats, flavored options, and nutrient-enriched formulations designed for busy lifestyles and varied dietary needs. Their ease of use—whether in a hot breakfast, smoothie bowl, or a baking recipe—has helped establish oat flakes as a go-to product across global households. North America holds the dominant share in the global market, supported by strong consumer awareness, a well-established breakfast culture, and widespread access to high-quality oat-based products. The region's advanced retail networks and robust domestic oat production also contribute to consistent demand.

The rolled oats segment held 35.1% share in 2024 and is forecasted to grow at a CAGR of 5.5% by 2034. Their widespread appeal stems from a balance between moderate cook times and strong nutritional value. Consumers gravitate toward these oats for their familiar texture and versatility across recipes ranging from breakfast bowls to baked goods. Their relatively lower processing level ensures they retain key nutrients, which strengthens their position among health-minded buyers.

In terms of application, the breakfast cereals and porridge segment held 35.1% share in 2024, and is expected to grow at a CAGR of 5.5% through 2034. The growing preference for high-fiber, heart-healthy meals in the morning has increased the consumption of oats in this category. Their recognized role in managing cholesterol and providing long-lasting energy makes them a top choice for consumers prioritizing nutritious starts to the day. Additionally, demand is growing within the baking and packaged food industry, where oat flakes are increasingly used to improve texture and nutritional content in items such as muffins, cookies, and breads.

United States Oat Flakes Market generated USD 700 million in 2024. The market's growth trajectory in the US is supported by a mix of rising health awareness, growing interest in plant-based and gluten-free diets, and strong domestic supply. Improvements in local oat cultivation and efficient manufacturing operations are also key contributors. Consumers in the US are showing consistent demand for products that offer functional health benefits like improved digestion and heart health, which aligns well with oat flakes' nutritional profile.

Companies shaping the Global Oat Flakes Market include Richardson International Limited, Great River Organic Milling, McCann's Irish Oatmeal, Blue Lake Milling, Kellogg Company, Grain Millers Inc., Nature's Path Foods, Jordans Dorset Ryvita, Flahavan's, PepsiCo Inc. (Quaker Oats), Mornflake, Morning Foods Limited, Arrowhead Mills (Hain Celestial Group), Hodgson Mill, Honeyville Food Products, Avena Foods Limited, Cream Hill Estates, General Mills Inc., Country Choice Organic, Gluten Free Oats LLC, Bob's Red Mill Natural Foods, and Hamlyns of Scotland. Companies operating in the oat flakes sector are prioritizing innovation, sustainability, and market segmentation to expand their presence. One of the primary strategies is the launch of diverse product lines—ranging from organic and gluten-free variants to flavored and ready-to-cook oat flakes—to cater to evolving consumer preferences. Many players are investing in advanced processing techniques that retain nutritional content while improving taste and texture. Branding and packaging also play a critical role, with efforts aimed at highlighting clean labels and health claims.

## Contents

### CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope and definition
- 1.2 Research design
  - 1.2.1 Research approach
  - 1.2.2 Data collection methods
- 1.3 Data mining sources
  - 1.3.1 Global
  - 1.3.2 Regional/Country
- 1.4 Base estimates and calculations
  - 1.4.1 Base year calculation
  - 1.4.2 Key trends for market estimation
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
- 1.6 Forecast model
- 1.7 Research assumptions and limitations

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis
- 2.2 Key market trends
  - 2.2.1 Product type
  - 2.2.2 Application
  - 2.2.3 Distribution channel
  - 2.2.4 End use industry
  - 2.2.5 Regional
- 2.3 TAM Analysis, 2025-2034
- 2.4 CXO perspectives: Strategic imperatives
  - 2.4.1 Executive decision points
  - 2.4.2 Critical success factors
- 2.5 Future Outlook and Strategic Recommendations

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Supplier landscape
  - 3.1.2 Profit margin

- 3.1.3 Value addition at each stage
- 3.1.4 Factor affecting the value chain
- 3.1.5 Disruptions
- 3.2 Industry impact forces
  - 3.2.1 Growth drivers
  - 3.2.2 Industry pitfalls and challenges
  - 3.2.3 Market opportunities
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
  - 3.4.1 North America
  - 3.4.2 Europe
  - 3.4.3 Asia Pacific
  - 3.4.4 Latin America
  - 3.4.5 Middle East & Africa
- 3.5 Porter's analysis
- 3.6 PESTEL analysis
- 3.7 Price trends
  - 3.7.1 By region
  - 3.7.2 By product type
- 3.8 Future market trends
- 3.9 Technology and Innovation landscape
  - 3.9.1 Current technological trends
  - 3.9.2 Emerging technologies
- 3.10 Patent Landscape
- 3.11 Trade statistics (HS code) (Note: the trade statistics will be provided for key countries only)
  - 3.11.1 Major importing countries
  - 3.11.2 Major exporting countries
- 3.12 Sustainability and environmental aspects
  - 3.12.1 Sustainable practices
  - 3.12.2 Waste reduction strategies
  - 3.12.3 Energy efficiency in production
  - 3.12.4 Eco-friendly initiatives
- 3.13 Carbon footprint consideration

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis

- 4.2.1 By region
  - 4.2.1.1 North America
  - 4.2.1.2 Europe
  - 4.2.1.3 Asia Pacific
  - 4.2.1.4 LATAM
  - 4.2.1.5 MEA
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Key developments
  - 4.6.1 Mergers & acquisitions
  - 4.6.2 Partnerships & collaborations
  - 4.6.3 New Product Launches
  - 4.6.4 Expansion Plans

## **CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY PRODUCT TYPE, 2021-2034 (USD MILLION & TONS)**

- 5.1 Key trends
- 5.2 Rolled oats (old-fashioned oats)
  - 5.2.1 Regular rolled oats
  - 5.2.2 Organic rolled oats
  - 5.2.3 Flavored rolled oats
- 5.3 Quick oats (quick-cooking oats)
  - 5.3.1 Standard quick oats
  - 5.3.2 Organic quick oats
  - 5.3.3 Fortified quick oats
- 5.4 Instant oats
  - 5.4.1 Plain instant oats
  - 5.4.2 Flavored instant oats
  - 5.4.3 Premium instant oats
- 5.5 Steel-cut oats (irish oats)
  - 5.5.1 Traditional steel-cut
  - 5.5.2 Quick-cooking steel-cut
  - 5.5.3 Organic steel-cut oats
- 5.6 Specialty and premium oat flakes
  - 5.6.1 Ancient grain blends
  - 5.6.2 Gluten-free certified oats
  - 5.6.3 Heritage and heirloom varieties

## **CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY APPLICATION, 2021-2034 (USD MILLION & TONS)**

- 6.1 Key trends
- 6.2 Breakfast cereals & porridge
  - 6.2.1 Hot breakfast cereals
  - 6.2.2 Cold breakfast applications
  - 6.2.3 Overnight and prepared oats
- 6.3 Baking and food manufacturing
  - 6.3.1 Home baking applications
  - 6.3.2 Commercial food manufacturing
  - 6.3.3 Industrial food processing
- 6.4 Beverages and smoothies
  - 6.4.1 Smoothie and shake applications
  - 6.4.2 Plant-based milk alternatives
  - 6.4.3 Functional beverages
- 6.5 Snack foods and bars
  - 6.5.1 Granola and energy bars
  - 6.5.2 Snack mixes and trail mixes
  - 6.5.3 Crackers and chips
- 6.6 Baby food and infant nutrition
  - 6.6.1 Infant cereal products
  - 6.6.2 Toddler and child nutrition

## **CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD MILLION & TONS)**

- 7.1 Key trends
- 7.2 Retail distribution
  - 7.2.1 Supermarkets and hypermarkets
  - 7.2.2 Health food and specialty stores
  - 7.2.3 Convenience stores
- 7.3 Online and e-commerce
  - 7.3.1 Major e-commerce platforms
  - 7.3.2 Direct-to-consumer channels
  - 7.3.3 Mobile commerce
- 7.4 Food service distribution
  - 7.4.1 Restaurant and cafe sales

- 7.4.2 Institutional food service
- 7.4.3 Hospitality and tourism
- 7.5 Wholesale and b2b distribution
  - 7.5.1 Food distributors
  - 7.5.2 Industrial and commercial sales

## **CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY END USE INDUSTRY, 2021-2034 (USD MILLION & TONS)**

- 8.1 Key trends
- 8.2 Consumer retail market
  - 8.2.1 Household consumption
  - 8.2.2 Health-conscious consumers
  - 8.2.3 Family and children's market
  - 8.2.4 Senior and elderly consumers
- 8.3 Food manufacturing industry
  - 8.3.1 Breakfast cereal manufacturers
  - 8.3.2 Baked goods producers
  - 8.3.3 Snack food companies
  - 8.3.4 Baby food manufacturers
- 8.4 Food service industry
  - 8.4.1 Restaurant and cafe operators
  - 8.4.2 Institutional food service
  - 8.4.3 Catering and event services
  - 8.4.4 Healthcare food service
- 8.5 Industrial applications
  - 8.5.1 Ingredient supply industry
  - 8.5.2 Nutritional supplement manufacturing
  - 8.5.3 Animal feed industry
  - 8.5.4 Export and international trade

## **CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021-2034 (USD MILLION & TONS)**

- 9.1 Key trends
- 9.2 North America
  - 9.2.1 U.S.
  - 9.2.2 Canada
- 9.3 Europe

- 9.3.1 Germany
- 9.3.2 UK
- 9.3.3 France
- 9.3.4 Spain
- 9.3.5 Italy
- 9.3.6 Rest of Europe
- 9.4 Asia Pacific
  - 9.4.1 China
  - 9.4.2 India
  - 9.4.3 Japan
  - 9.4.4 Australia
  - 9.4.5 South Korea
  - 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
  - 9.5.1 Brazil
  - 9.5.2 Mexico
  - 9.5.3 Argentina
  - 9.5.4 Rest of Latin America
- 9.6 Middle East and Africa
  - 9.6.1 Saudi Arabia
  - 9.6.2 South Africa
  - 9.6.3 UAE
  - 9.6.4 Rest of Middle East and Africa

## **CHAPTER 10 COMPANY PROFILES**

- 10.1 PepsiCo Inc. (Quaker Oats)
- 10.2 Kellogg Company
- 10.3 General Mills Inc.
- 10.4 Bob's Red Mill Natural Foods
- 10.5 Nature's Path Foods
- 10.6 Arrowhead Mills (Hain Celestial Group)
- 10.7 Country Choice Organic
- 10.8 Grain Millers Inc.
- 10.9 Richardson International Limited
- 10.10 Avena Foods Limited
- 10.11 Blue Lake Milling
- 10.12 Gluten Free Oats LLC
- 10.13 Morning Foods Limited

- 10.14 Mornflake
- 10.15 Hamlyns of Scotland
- 10.16 Jordans Dorset Ryvita
- 10.17 Flahavan's
- 10.18 Honeyville Food Products
- 10.19 Great River Organic Milling
- 10.20 Hodgson Mill
- 10.21 McCann's Irish Oatmeal
- 10.22 Cream Hill Estates

## I would like to order

Product name: Oat Flakes Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/OF2465F26A69EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OF2465F26A69EN.html>