

Barley Flakes Market Size, Share & Trends Analysis Report By Product (Conventional, Organic), By Distribution Channel (Supermarket/Hypermarket, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Barley Flakes Market Growth & Trends

The global barley flakes market size is expected to reach USD 10.83 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 5.0% from 2025 to 2030. Rising demand for the nutritious breakfast cereals among health-conscious consumers, particularly the youth population is expected to be a key driving factor for the barley flakes industry growth over the forecast period. Moreover, excellent nutritional properties, coupled with the ease of cooking associated with flakes, are projected to prompt the product consumption among the working class population over the next few years.

Organic flakes are expected to expand at the fastest CAGR of 4.6% from 2019 to 2025 in terms of volume. Governments of various developed as well as developing countries are taking initiatives to promote the organic crop through incentive and stringent government policies. According to statistics (January 2019) provided by the European Commission, 12.6 million hectares of the land, which is equal to the 7% of the total agricultural land in Europe, was used for the certified organic farming in 2017.

In addition, manufacturers are launching new organic products in order to cater to the needs of the health-conscious customers. For instance, in January 2018, Rude Health, a U.K.

based cereals and drinks manufacturer, launched organic breakfast cereal under the brand name 'Naked Barley Porridge'. These government initiatives as well as new product launches are expected to expand the scope of organic product forms in the near future.

Over the past few years, the manufacturers have been launching new products in developing countries including China and India as a result of rising demand for nutritious on-the-go cereal meals among health conscious customers. For instance, in December 2018, Cosmic Nutracos Solutions Private Limited launched a new product, Oats Multigrain in India under the brand name 'Gaia'. The product contains a mix of barley flakes, oats, and rolled wheat, which is beneficial for weight management.

Barley Flakes Market Report Highlights

The conventional segment dominated the global market, with the largest revenue share of 73.8% in 2024. Conventional barley flakes are widely recognized and trusted by consumers for their nutritional benefits and versatility in various culinary applications.

The supermarket/hypermarket segment dominated the market with the largest revenue share of 63.2% in 2024. Supermarkets and hypermarkets provide a wide variety of products, allowing consumers to conveniently compare and choose from numerous brands.

Europe dominated the global barley flakes market, with a revenue share of 32.2% in 2024. Increasing consumer awareness about the health benefits of barley, such as its high fiber content and low glycemic index, has boosted demand.

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