

# **Oat-based Snacks Market Size, Share & Trends Analysis Report By Product (Oat-based Bakery And Bars, Oat-based Savory), By Distribution Channel (Offline, Online), By Region (North America, Europe, Asia Pacific, Latin America, MEA), And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 3 Business Days

### **Oat-based Snacks Market Growth & Trends**

The global oat-based snacks market size is expected to reach USD 29.12 billion by 2030, registering a CAGR of 4.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. Changing dietary preferences and awareness regarding healthy eating habits are the key factors driving the growth. High nutritional properties of oats including high content of carbs, minerals, vitamins, and antioxidants make them an effective snacking option, which in turn is projected to fuel the demand.

Oats help reduce cholesterol and blood sugar levels and promote healthy weight loss and growth of good bacteria owing to the high antioxidant content. These health benefits encourage snack manufacturers to add healthy oat-based snacks in their product portfolio. In June 2017, Nestlé and General Mills entered into a joint venture in Germany. The company had a wide range of breakfast cereal bars with three variants, namely, crispy chocolate, almond, and pumpkin seeds focusing on the young adult consumers looking for on-the-go nutritious snacks. This product launch improved the product visibility.

The Asia Pacific oat-based snacks industry is expected to grow at the fastest CAGR of 5.2% over the forecast period. The region is witnessing a shift towards healthier eating habits, and oats, known for their nutritional benefits, are becoming a popular ingredient in various snack products. The market is characterized by a growing demand for oat-based bakery products and bars, which are perceived as healthier alternatives to traditional snacks.

### Oat-based Snacks Market Report Highlights

Oat-based bakery and bars dominated the market with the largest revenue share of 71.7% in 2024. Oat-based bakery products and bars have gained immense popularity due to their health benefits, convenience, and versatility.

The offline channel dominated the market with the largest revenue share in 2024. Traditional brick-and-mortar stores, including supermarkets, hypermarkets, and specialty health food stores, continue to be the primary points of purchase for oat-based snacks.

Europe's oat-based snacks industry dominated the global industry with the largest revenue share of 32.9% in 2024.

The Asia Pacific oat-based snacks industry is expected to grow at the fastest CAGR of 5.2% over the forecast period. The region is witnessing a shift towards healthier eating habits, and oats, known for their nutritional benefits, are becoming a popular ingredient in various snack products.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

### CHAPTER 3. OAT-BASED SNACKS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Profit Margin Analysis (Industry-level)
- 3.3. Market Dynamics
  - 3.3.1. Market Driver Analysis
  - 3.3.2. Market Restraint Analysis
  - 3.3.3. Market Opportunities
  - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
  - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

### CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5. OAT-BASED SNACKS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Oat-based Snacks Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
  - 5.3.1. Oat-based Bakery and Bars
    - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.2. Oat-based Savory
    - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. OAT-BASED SNACKS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Oat-based Snacks Market, By Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
  - 6.3.1. Online
    - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.2. Offline
    - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. OAT-BASED SNACKS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Oat-based Snacks Market: Regional Outlook
- 7.2. Regional Marketplaces: Key Takeaways
- 7.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Million)
  - 7.3.1. North America
    - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.1.2. U.S.
      - 7.3.1.2.1. Key country dynamics

- 7.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.1.3. Canada
  - 7.3.1.3.1. Key country dynamics
  - 7.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.1.4. Mexico
  - 7.3.1.4.1. Key country dynamics
  - 7.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.2. Europe
  - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.2. UK
    - 7.3.2.2.1. Key country dynamics
    - 7.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.3. Germany
    - 7.3.2.3.1. Key country dynamics
    - 7.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.4. France
    - 7.3.2.4.1. Key country dynamics
    - 7.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.5. Italy
    - 7.3.2.5.1. Key country dynamics
    - 7.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2.6. Spain
    - 7.3.2.6.1. Key country dynamics
    - 7.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3. Asia Pacific
  - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3.2. China
    - 7.3.3.2.1. Key country dynamics
    - 7.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3.3. India
    - 7.3.3.3.1. Key country dynamics
    - 7.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3.4. Japan
    - 7.3.3.4.1. Key country dynamics
    - 7.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3.5. Australia
    - 7.3.3.5.1. Key country dynamics
    - 7.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.4. Latin America

7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.4.2. Brazil

7.3.4.2.1. Key country dynamics

7.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.5. Middle East & Africa

7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.5.2. South Africa

7.3.5.2.1. Key country dynamics

7.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. OAT-BASED SNACKS MARKET: COMPETITIVE ANALYSIS**

8.1. Recent Developments & Impact Analysis, by Key Market Participants

8.2. Company Categorization

8.3. Participant's Overview

8.4. Financial Performance

8.5. Product Benchmarking

8.6. Company Market Share Analysis, 2024 (%)

8.7. Company Heat Map Analysis

8.8. Strategy Mapping

8.9. Company Profiles

8.9.1. General Mills Inc.

8.9.1.1. Company Overview

8.9.1.2. Financial Performance

8.9.1.3. Product Portfolios

8.9.1.4. Strategic Initiatives

8.9.2. Mondelēz International

8.9.2.1. Company Overview

8.9.2.2. Financial Performance

8.9.2.3. Product Portfolios

8.9.2.4. Strategic Initiatives

8.9.3. Nairn's Oatcakes Limited

8.9.3.1. Company Overview

8.9.3.2. Financial Performance

8.9.3.3. Product Portfolios

8.9.3.4. Strategic Initiatives

8.9.4. WK Kellogg Co

8.9.4.1. Company Overview

8.9.4.2. Financial Performance

- 8.9.4.3. Product Portfolios
- 8.9.4.4. Strategic Initiatives
- 8.9.5. The Quaker Oats Company
  - 8.9.5.1. Company Overview
  - 8.9.5.2. Financial Performance
  - 8.9.5.3. Product Portfolios
  - 8.9.5.4. Strategic Initiatives
- 8.9.6. Bobo's Oat Bars
  - 8.9.6.1. Company Overview
  - 8.9.6.2. Financial Performance
  - 8.9.6.3. Product Portfolios
  - 8.9.6.4. Strategic Initiatives
- 8.9.7. Britannia Industries,
  - 8.9.7.1. Company Overview
  - 8.9.7.2. Financial Performance
  - 8.9.7.3. Product Portfolios
  - 8.9.7.4. Strategic Initiatives
- 8.9.8. Abbott
  - 8.9.8.1. Company Overview
  - 8.9.8.2. Financial Performance
  - 8.9.8.3. Product Portfolios
  - 8.9.8.4. Strategic Initiatives
- 8.9.9. Seamild food Group
  - 8.9.9.1. Company Overview
  - 8.9.9.2. Financial Performance
  - 8.9.9.3. Product Portfolios
  - 8.9.9.4. Strategic Initiatives
- 8.9.10. Pamela's Products
  - 8.9.10.1. Company Overview
  - 8.9.10.2. Financial Performance
  - 8.9.10.3. Product Portfolios
  - 8.9.10.4. Strategic Initiatives

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