

# **Oat Oil Market Size, Share & Trends Analysis Report By Product (Cold-Pressed, Refined), By End-use (Personal Care & Cosmetics, Food & Beverage, Pharmaceuticals, Animal Health ), By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

The global oat oil market size was estimated at USD 65.9 million in 2024 and is projected to reach USD 111.6 million by 2033, growing at a CAGR of 6.1% from 2025 to 2033. The market's growth is primarily driven by rising consumer demand for natural, plant-based ingredients in skincare, haircare, and dietary products.

Increasing awareness of oat oil's moisturizing, antioxidant, and anti-inflammatory properties has made it a popular choice in clean-label cosmetics and wellness formulations. In addition, the growing preference for sustainable and nutrient-rich oils over synthetic alternatives is further propelling market expansion.

The oat oil market is witnessing robust growth as consumers increasingly prioritize natural and plant-derived ingredients in personal care, food, and nutraceutical applications. Oat oil, rich in essential fatty acids, antioxidants, and vitamins, is gaining popularity for its proven benefits in moisturizing, soothing, and protecting the skin. Its mild, hypoallergenic nature makes it a preferred choice in formulations for sensitive and dry skin, while its use in haircare products is expanding due to its nourishing and scalp-calming properties. Moreover, the broader trend toward clean-label and sustainable products, coupled with rising disposable incomes and awareness of wellness-oriented lifestyles, continues to support steady market expansion.

However, one of the key challenges restraining market growth is the relatively high cost of oat oil compared to conventional plant oils such as sunflower or soybean oil. The

extraction process, often cold-pressed or CO<sub>2</sub>-based, is more complex and yields smaller quantities, impacting cost efficiency for large-scale manufacturers. Limited raw material availability in some regions also leads to supply fluctuations, while product formulation challenges-such as stability in certain cosmetic bases-can limit broader adoption. Moreover, smaller producers face hurdles in maintaining consistent quality and compliance with international cosmetic and food-grade certifications, which can restrict export potential.

Despite these challenges, the market presents significant opportunities as the demand for multifunctional and sustainable ingredients accelerates. Growing innovation in green extraction technologies and improved crop processing methods are helping enhance yield and purity while reducing costs. The expanding application of oat oil in premium skincare, dietary supplements, and even functional foods positions it as a versatile and high-value ingredient. Collaborations between cosmetic formulators and agricultural suppliers are further expected to drive product development, enabling oat oil to move from niche use toward mainstream acceptance in global wellness and beauty markets.

## Global Oat Oil Market Report Segmentation

This report forecasts revenue growth at a global level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2033. For this study, Grand View Research has segmented the global Oat Oil market report based on product, end-use, and region:

Product Outlook (Revenue, USD Million, 2018 - 2033)

Cold-Pressed

Refined

Others

End-use Outlook (Revenue, USD Million, 2018 - 2033)

Personal Care & Cosmetics

Food and Beverage

Pharmaceuticals

Animal Health

Other End-uses

Region Outlook (Revenue, USD Million, 2018 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Latin America

Brazil

Middle East & Africa

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