

Oats Market Size, Share & Trends Analysis Report By Type (Whole Oats, Rolled Oats), By Application (Food & Beverages, Animal Feed), By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Oats Market Growth & Trends

The global oats market size is expected to reach USD 8.24 billion by 2030 and grow at a CAGR of 7.0% from 2024 to 2030. The market for oats is experiencing significant expansion driven by a growing awareness of health and nutrition among consumers. Oats are recognized as a healthy food choice due to their high fiber content and potential benefits in weight management and heart health. Their gluten-free nature has made them popular among individuals with dietary restrictions, contributing to the demand for gluten-free oat-based products.

The versatility of oats in various culinary applications, including oat milk as a dairy alternative, has further propelled their popularity, especially in plant-based diets. Oats' convenience and quick preparation make them an ideal choice for individuals with busy lifestyles, and their comparatively lower environmental impact aligns with sustainability preferences. Consumer preferences for convenient and easily accessible food options bolster the oats market. Rolled oats, in particular, are favored for their quick cooking time and suitability for various meal preparations, catering to busy lifestyles where convenience is paramount. The widespread availability of oat products in supermarkets and hypermarkets further supports market expansion, offering consumers a wide selection under one roof and facilitating bulk purchases at competitive prices.

On the other hand, millet products have gained consumer interest for their exceptional nutritional value, including proteins, dietary fiber, vitamins, and minerals. The gluten-free and allergen-friendly nature of millets appeals to those with dietary sensitivities. Rediscovery of millets' cultural and traditional significance, coupled with their climate resilience and government support for cultivation and consumption, has led to a resurgence in their popularity. These key drivers and trends reflect a broader shift towards healthier, more sustainable, and culturally significant food choices, underpinning the growth of both the oat and millet markets.

In May 2021, General Mills, Inc. is expanding its product offerings by introducing a new line of Big G Instant Oatmeals featuring some of their beloved ready-to-eat cereals. These Big G Instant Oatmeals will come in a variety of flavors, including Lucky Charms, Cinnamon Toast Crunch, Trix, and Cocoa Puffs.

Oats Market Report Highlights

Rolled oats accounted for 39.7% revenue share in 2023 due to their versatility and ease of preparation. They're popular in breakfast cereals, baked goods, and snacks, offering quick cooking and retaining nutritional value

Animal feed had the largest share at 48.3% in 2023, driven by oats' high nutrient content for livestock such as horses and poultry. Cost-effective and nutritious, oats are favored by farmers for their ease of cultivation and robust demand in agriculture

Supermarkets and hypermarkets held 44.9% of the market in 2023, offering a wide range of oat products in one place. They provide convenience, choice, and competitive pricing, appealing to diverse consumer preferences from budget-friendly to premium health products

Europe dominated the global oats market in 2023. The primary driver of the market is the increasing awareness of the health benefits of oats. Oats are a rich source of fiber, protein, and other essential nutrients, making them an ideal food for maintaining good health. As consumers become more health-conscious, there is a growing demand for products that are both nutritious and convenient, and oats fit this demand perfectly

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