

The 2023-2028 Outlook for Oat Flours in the United States

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Abstracts

This study covers the latent demand outlook for oat flours across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and city, latent demand estimates are created for oat flours. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of oat flours as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Anson Mills, Aurora Mills and Farms, Ausee Oats Milling, Avena Foods, Bagry's India, Ltd., Bay State Milling Company, Bob's Red Mill Natural Foods, Canadian Oats Milling, Ltd., Co-operative Bulk Handling Ltd. (Blue Lake Milling Pty.), Glebe Farm Foods, Grain Millers, Hain Celestial Group, Helsinki Mills, Hodgson Mill, Honeyville, Morning Food, Naturex, Richardson International, Shipton Mill, Solnce Yuga, Sunrise Flour Mills, Unigrain Pty, and Valley FlaxFlour. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they

are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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