

Gluten-Free Oats Market Report by Product Type (Rolled Oats, Steel Cut Oats, Oat Bran, Oat Flour, and Others), Application (Breakfast Cereals, Bakery, Snacks, Others), End Use (HORECA, Retail), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online, and Others), and Region 2024-2032

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Abstracts

The global gluten-free oats market size reached US\$ 324.4 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 865.6 Million by 2032, exhibiting a growth rate (CAGR) of 11.2% during 2024-2032.

Oats are considered to be an excellent source of fiber and are consumed in various forms such as whole oats, oat groats, steel-cut oats, rolled oats, instant oats, oat flour, oat bran, etc. Oats are naturally considered to be gluten-free and can be suitable for people with celiac disease or people suffering from gluten-intolerance. However, they can be easily contaminated with gluten, because they may have been grown in fields near wheat and other gluten-containing crops such as barley and rye. They may also get contaminated while processing in the same facility that also processes gluten-containing crops.

The market is primarily driven by the growing prevalence of celiac disease as well as lifestyle-related diseases. For people suffering from celiac disease, a strict gluten-free diet is the only lifestyle choice. With the increasing prevalence of celiac disease, especially in North American and European countries, the demand for gluten-free products has been witnessing significant growth. Apart from this, a portion of the population, both in the developed as well as the developing economies, are voluntarily

shifting toward gluten-free diets as a part of healthy lifestyle choices. Since gluten-free oats are rich in essential vitamins, fiber, minerals and antioxidant plant compounds, the incorporation of the same in breakfast cereals, bakery and snack items has strongly contributed to the market growth globally. Moreover, gluten-free oats have low calorific value and glycemic index, as a result, they are preferred by individuals who wish to lose weight. In response to the growing demand, the market players are also focusing on bringing new variants and creating a diverse product range.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global gluten-free oats market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product type, application, end-use and distribution channel.

Breakup by Product Type:

- Rolled Oats
- Steel Cut Oats
- Oat Bran
- Oat Flour
- Others

Currently, rolled oats represent the most popular product type.

Breakup by Application:

- Breakfast Cereals
- Bakery
- Snacks
- Others

Based on the application, the market has been segmented into bakery, breakfast cereals, snacks and others. Amongst these, breakfast cereals, represent the largest application.

Breakup by End Use:

- HORECA
- Retail

On the basis of end-use, the market has been classified into HORECA and retail. Out of these, retail represents the largest end use.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others

Based on the distribution channel, the market has been bifurcated into supermarkets and hypermarkets, convenience stores, online and others. Amongst these, supermarkets and hypermarkets represent the most popular distribution channel.

Breakup by Region:

- North America
 - United States
 - Canada
- Europe
 - Germany
 - United Kingdom
 - France
 - Italy
 - Spain
 - Others
- Asia Pacific
 - Australia
 - China
 - India
 - Japan
 - Others
- Latin America
 - Brazil
 - Mexico
- Middle East and Africa
 - Saudi Arabia
 - Iran

United Arab Emirates
Egypt
Others

Competitive Landscape:

The global gluten-free oats industry is fragmented with the presence of several small and large manufacturers competing in terms of price and quality. Some of the leading manufacturers are:

Quaker Oats Company
Bob's Red Mill Natural Foods
Kinnusen Mylly Oy
Glebe Farm Food Limited
Avena Foods

This report provides a deep insight into the market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global gluten-free oats industry in any manner.

Key Questions Answered in This Report

1. What was the size of the global gluten-free oats market in 2023?
2. What is the expected growth rate of the global gluten-free oats market during 2024-2032?
3. What are the key factors driving the global gluten-free oats market?
4. What has been the impact of COVID-19 on the global gluten-free oats market?
5. What is the breakup of the global gluten-free oats market based on the product type?
6. What is the breakup of the global gluten-free oats market based on the application?
7. What is the breakup of the global gluten-free oats market based on the end use?
8. What is the breakup of the global gluten-free oats market based on the distribution channel?
9. What are the key regions in the global gluten-free oats market?
10. Who are the key players/companies in the global gluten-free oats market?

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