

Oats Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/O33E57F2F38EN.html>

Date: January 2023

Pages: 128

Price: US\$ 2,499.00 (Single User License)

ID: O33E57F2F38EN

Abstracts

The global oats market size reached US\$ 5.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6.1 Billion by 2028, exhibiting a growth rate (CAGR) of 2.1% during 2023-2028.

Oats are grains obtained from the Avena Sativa plant which belongs to the Poaceae family. They are consumed by humans in the form of oatmeal or rolled oats and are also used as an ingredient in animal feed. Although with the availability of low-cost substitutes, along with changing farming practices, the usage of oats as a feed grain has significantly declined over the past few years. On the contrary, the consumption of oats as a breakfast cereal and an ingredient in baked goods has witnessed a boost due to the presence of a variety of nutrients including vitamin E, essential fatty acids, soluble fibers and antioxidants. Oats also contain beta glucan which is a lipid-lowering agent and lignan that not only lowers unhealthy cholesterol levels and prevents heart diseases but also reduces the chances of hormone-related cancers.

Market Drivers:

Increasing awareness about the health benefits offered by oats has boosted their inclusion in healthy breakfast foods and snacks like granola bars, muesli, oats biscuits and oatmeal. The market is also being driven by the substantial growth in retail chains and online platforms in confluence with the easy availability of premium oat-based products. Moreover, the fast-paced lifestyle led by the working population has catalyzed the demand for ready-to-eat oats products. Apart from this, manufacturers are constantly expanding their product portfolio by introducing oat-based beverages and bakery products in the market. Similarly, they are launching unique flavors of oats and oat-based products, such as mint, masala and orange.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global oats market report, along with forecasts at the global and country level from 2023-2028. Our report has categorized the market based on product type and application.

Breakup by Product Type:

- Flakes
- Flour
- Bran
- Others

Oat flakes are the most popular product type since they are consistently gaining popularity as a breakfast cereal.

Breakup by Application:

- Food use
- Feed use

Oats are used in a wide variety of feed products as they assist in boosting energy and preventing allergies and intestine irritation among animals. They also increase fur shine, reduce diarrhea and help avoid gluten absorption disorders.

Regional Insights:

- Russia
- Canada
- Australia
- United States
- Chile
- China
- Ukraine
- Others

On a geographical front, Russia is the leading producer of oats, accounting for the majority of the total global market. Within the region, oat cultivation is common in forest belt areas with a milder climate.

Competitive Landscape:

The competitive landscape of the market has also been analyzed with the detailed profiles of the key players operating in the major markets.

Key Questions Answered in This Report:

How has the global oats market performed so far and how will it perform in the coming years?

What are the key regions in the global oats market?

What has been the impact of COVID-19 on the global oats market?

What are the major application segments in the global oats market?

What are the key product types in the global oats market?

What are the price trends of oats?

What are the various stages in the value chain of the global oats processing industry?

What are the key driving factors and challenges in the global oats processing industry?

What is the structure of the global oats processing industry and who are the key players?

What is the degree of competition in the global oats processing industry?

What are the profit margins in the global oats processing industry?

What are the key requirements for setting up an oats processing plant?

How are oats processed?

What are the various unit operations involved in an oats processing plant?

What is the total size of land required for setting up an oats processing plant?

What are the machinery requirements for setting up an oats processing plant?

What are the raw material requirements for setting up an oats processing plant?

What are the packaging requirements for oats?

What are the transportation requirements for oats?

What are the utility requirements for setting up an oats processing plant?

What are the manpower requirements for setting up an oats processing plant?

What are the infrastructure costs for setting up an oats processing plant?

What are the capital costs for setting up an oats processing plant?

What are the operating costs for setting up an oats processing plant?

What will be the income and expenditures for an oats processing plant?

What is the time required to break-even?

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