

Millet Market - Forecast from 2026 to 2031

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Abstracts

Millet Market is projected to increase at a 4.18% CAGR, growing from USD 14.709 billion in 2025 to USD 18.806 billion in 2031.

The millet market is experiencing a significant resurgence, driven by a convergence of agricultural, nutritional, and consumer trends. Once a traditional staple in Asia and Africa, millets are being reevaluated as a climate-resilient and nutrient-dense crop suitable for modern food systems. This diverse group of small-seeded grasses, including pearl, proso, foxtail, and finger millet, offers a compelling profile: high in protein, dietary fiber, essential minerals (such as iron, magnesium, and zinc), and antioxidants, while being naturally gluten-free and possessing a low glycemic index. These inherent qualities position millets not only as a staple food but also as a strategic ingredient for the health and wellness sector.

Growth Catalysts and Market Dynamics

A primary driver for market expansion is the growing emphasis on climate-resilient and sustainable agriculture. Millets are drought-tolerant, require relatively low water and input compared to mainstream cereals like wheat and rice, and are resistant to many pests and diseases. This makes them a crucial crop for enhancing farmer resilience and food security in the face of climate volatility, particularly in vulnerable regions. Their suitability for cultivation in arid and semi-arid conditions is attracting renewed interest from agricultural policymakers and development organizations.

Simultaneously, rising consumer health consciousness is fueling demand. The nutritional profile of millets aligns with several prevailing dietary trends, including the search for gluten-free alternatives, high-fiber foods for digestive health, and low-glycemic options for blood sugar management. Awareness of millets as a 'nutri-cereal' or 'super grain' is increasing, moving them from a subsistence food to a valued

ingredient in health-focused diets. This shift is creating opportunities for value-added products in developed and urbanizing markets.

Market Segmentation and Value Chain Development

The market is segmented by product type, with pearl millet (bajra) and finger millet (ragi) being among the most commercially significant globally, followed by varieties like proso, foxtail, and little millet. Each type offers subtle differences in flavor, texture, and nutrient concentration, allowing for targeted applications.

A key trend is the launch of innovative millet-based products by established food brands and new entrants. This includes ready-to-cook mixes (e.g., for rotis, dosas), breakfast cereals, snacks, baked goods, pasta, and even malt-based beverages. This product diversification is critical for moving millets beyond traditional preparation methods and into mainstream retail channels, appealing to convenience-seeking yet health-oriented consumers.

Persistent Challenges and Market Friction

Despite positive trends, the market faces structural challenges. Supply chain inefficiencies remain a significant barrier. Fragmented production, inconsistent quality, limited processing infrastructure, and underdeveloped procurement systems can lead to price volatility and unreliable supply for large-scale food manufacturers. The relatively shorter shelf life of some milled millet products compared to refined wheat flour also poses logistical and cost challenges.

Furthermore, while consumer awareness is growing, it is not yet ubiquitous. Market education is required to differentiate between millet types, communicate their specific health benefits, and promote versatile usage in everyday cooking to drive sustained demand beyond niche health food segments.

Competitive Landscape and Strategic Focus

The competitive landscape is evolving from a commodity-driven space to one with branded and value-added products. Players range from local cooperatives and regional processors to multinational food corporations expanding their portfolio of 'better-for-you' ingredients. Strategic focus areas include:

Vertical Integration: Securing supply through farmer engagement and contract

farming to ensure consistent quality and volume.

Product Innovation: Developing convenient, shelf-stable, and tasty millet-based formats for global palates.

Brand Storytelling: Emphasizing the dual narrative of nutritional wellness and environmental sustainability.

Partnerships: Collaborating with food service operators, retailers, and health influencers to increase trial and adoption.

Geographical Outlook: Asia-Pacific as the Core Driver

The Asia-Pacific region is the dominant force in the global millet market, acting as both the historical heartland of cultivation and the largest consumption base. Countries like India and China, with their vast populations, traditional dietary incorporation of millets, and active government promotion (e.g., India's designation of 2023 as the International Year of Millets), are central to production and consumption. The region's growth is driven by a combination of sustained traditional use, government-led nutritional security programs, and the burgeoning urban health and wellness trend. While other regions, including North America and Europe, are emerging as high-growth markets for value-added millet products, the APAC region's scale and cultural familiarity ensure its pivotal role in the overall market trajectory.

In summary, the millet market is transitioning from an underutilized, traditional crop to a strategic commodity at the intersection of sustainable agriculture and nutritional science. Growth is being unlocked by its environmental credentials and alignment with modern health trends. Success for industry participants will depend on overcoming supply chain bottlenecks, driving continuous product innovation for consumer convenience, and executing effective education campaigns to solidify millets' position as a mainstream, future-fit food ingredient.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Millet Market Segmentation

By Type

Pearl Millet

Porso Millet

Little Millet

Others

By Product Type

Whole Grain

Flakes

Flour

By Distribution Channel

Online

Offline

Supermarket & Hypermarket

Convenience Stores

By Application

Baked Food

Snacks & Cereals

Animal Feed

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. MILLET MARKET BY TYPE

- 5.1. Introduction
- 5.2. Pearl Millet
- 5.3. Porso Millet
- 5.4. Little Millet
- 5.5. Others

6. MILLET MARKET BY PRODUCT TYPE

- 6.1. Introduction
- 6.2. Whole Grain
- 6.3. Flakes
- 6.4. Flour

7. MILLET MARKET BY DISTRIBUTION CHANNEL

- 7.1. Introduction
- 7.2. Online
- 7.3. Offline
 - 7.3.1. Supermarket & Hypermarket
 - 7.3.2. Convenience Stores

8. MILLET MARKET BY APPLICATION

- 8.1. Introduction
- 8.2. Baked Food
- 8.3. Snacks & Cereals
- 8.4. Animal Feed
- 8.5. Others

9. MILLET MARKET BY GEOGRAPHY

- 9.1. Introduction
- 9.2. North America
 - 9.2.1. By Type
 - 9.2.2. By Product Type
 - 9.2.3. By Distribution Channel
 - 9.2.4. By Application
 - 9.2.5. By Country
 - 9.2.5.1. USA
 - 9.2.5.2. Canada
 - 9.2.5.3. Mexico
- 9.3. South America
 - 9.3.1. By Type
 - 9.3.2. By Product Type
 - 9.3.3. By Distribution Channel
 - 9.3.4. By Application
 - 9.3.5. By Country
 - 9.3.5.1. Brazil
 - 9.3.5.2. Argentina
 - 9.3.5.3. Others
- 9.4. Europe
 - 9.4.1. By Type
 - 9.4.2. By Product Type

- 9.4.3. By Distribution Channel
- 9.4.4. By Application
- 9.4.5. By Country
 - 9.4.5.1. Germany
 - 9.4.5.2. France
 - 9.4.5.3. United Kingdom
 - 9.4.5.4. Spain
 - 9.4.5.5. Others
- 9.5. Middle East and Africa
 - 9.5.1. By Type
 - 9.5.2. By Product Type
 - 9.5.3. By Distribution Channel
 - 9.5.4. By Application
 - 9.5.5. By Country
 - 9.5.5.1. Saudi Arabia
 - 9.5.5.2. UAE
 - 9.5.5.3. Others
- 9.6. Asia Pacific
 - 9.6.1. By Type
 - 9.6.2. By Product Type
 - 9.6.3. By Distribution Channel
 - 9.6.4. By Application
 - 9.6.5. By Country
 - 9.6.5.1. China
 - 9.6.5.2. India
 - 9.6.5.3. Japan
 - 9.6.5.4. South Korea
 - 9.6.5.5. Indonesia
 - 9.6.5.6. Thailand
 - 9.6.5.7. Others

10. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 10.1. Major Players and Strategy Analysis
- 10.2. Market Share Analysis
- 10.3. Mergers, Acquisitions, Agreements, and Collaborations
- 10.4. Competitive Dashboard

11. COMPANY PROFILES

- 11.1. Treta Agro (P) Ltd
- 11.2. Nestl? S.A.
- 11.3. Big Green Organic Foods
- 11.4. ITC
- 11.5. Mayoora Millets
- 11.6. ADM
- 11.7. Kellogg Company
- 11.8. Tata Consumer Products Limited
- 11.9. S & V MILLETS
- 11.10. Sri Velavan Agro

12. APPENDIX

- 12.1. Currency
- 12.2. Assumptions
- 12.3. Base and Forecast Years Timeline
- 12.4. Key Benefits for the Stakeholders
- 12.5. Research Methodology
- 12.6. Abbreviations

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