

# Wheat Bran Market - Forecast from 2026 to 2031

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## Abstracts

The wheat bran market is forecasted to rise at a 4.41% CAGR, reaching USD 29.496 billion in 2031 from USD 22.763 billion in 2025.

The wheat bran market is poised for sustained expansion throughout the forecast period, driven by its established nutritional profile and broadening industrial applications. As the fibrous outer layer of wheat grain generated during milling, wheat bran delivers high insoluble and soluble fiber content, prebiotic arabinoxylans (AXOS), antioxidants, and minerals at low caloric density (approximately 63 kcal per 29 g serving). Clinical evidence continues to support its role in alleviating digestive discomfort, promoting regular bowel function, modulating gut microbiota, and potentially lowering colorectal cancer risk, fueling consumer demand for fiber-enriched functional foods.

Demand is further amplified by wheat bran's versatility across multiple high-growth sectors. In human nutrition, it serves as a clean-label source of dietary fiber for bakery items, breakfast cereals, and gluten-free formulations. In animal nutrition, its protein and amino-acid contribution makes it a preferred component in ruminant and monogastric feeds, particularly for horses, cattle, sheep, and swine. The cosmetics and personal-care segment increasingly incorporates wheat bran for natural exfoliation and skin-softening properties, while pharmaceutical applications leverage its prebiotic and bowel-regulating effects.

Global wheat production dynamics ensure abundant raw material supply. With wheat ranking as the second most-produced cereal grain and projected increases in output through 2031, byproduct availability remains robust and cost-competitive, providing a structural tailwind for processors and end-users alike.

Asia-Pacific dominates both production and consumption, led by China and India—the world's largest wheat producers and consumers. The region benefits from massive

livestock inventories (India holds the highest global cattle population) and rapidly rising health consciousness amid elevated cardiovascular disease prevalence, driving incorporation of wheat bran into daily diets and commercial feed formulations.

Recent product innovation underscores wheat bran's evolution from commodity ingredient to high-value functional component:

In May 2023, Kellogg Japan, in collaboration with Kirin Holdings, launched a novel addition to its All-Bran portfolio containing fermented wheat bran-derived arabinoxylan combined with *Lactococcus lactis* strain Plasma, targeting daily immune and digestive support.

In January 2023, Puratos introduced a hydrolyzed wheat bran ingredient enriched in prebiotic AXOS, validated by University of Bolzano research demonstrating enhanced short-chain fatty acid synthesis via lactic acid fermentation, enabling bread manufacturers to deliver verifiable gut-health claims.

Leading processors continue to differentiate through convenience and functionality. Bagrry's offers ready-to-eat wheat bran optimized for seamless integration into baked goods, salads, and traditional flatbreads, while Royal Nut Company and Dan-D-Pak target premium and organic channels with toasted and specialty grain formats.

The convergence of rising global wheat supply, persistent demand for natural dietary fiber, expanding livestock feed requirements, and accelerating functional-food innovation positions wheat bran as a resilient growth category. Asia-Pacific will maintain its commanding share, supported by favorable agronomic fundamentals and dual-end-use strength in human and animal nutrition. Ongoing research into fermented and hydrolyzed derivatives further elevates wheat bran from low-margin byproduct to strategic ingredient for cardiovascular, digestive, and immune health platforms.

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.

Global Wheat Bran Market is analyzed into the following segments:

## By Type

Hard Wheat Bran

Soft Wheat Bran

## By Distribution Channel

Online

Offline

Supermarket/Hypermarket

Specialty Stores

## By Application

Food & Beverage

Personal Care & Cosmetics

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

Israel

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

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