

Global Oat-Based Protein Drinks Market Growth 2026-2032

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Abstracts

The global Oat-Based Protein Drinks market size is predicted to grow from US\$ 303 million in 2025 to US\$ 673 million in 2032; it is expected to grow at a CAGR of 11.9% from 2026 to 2032.

Oat-Based Protein Drinks refer to ready-to-drink plant-based protein beverages formulated with an oat drink base, oat hydrolysate, or oat extract system, and fortified with oat protein, pea protein, soy protein, fava bean protein, or blended plant proteins. The product is typically a liquid beverage with an off-white to light beige appearance, oat-like cereal notes, dietary fiber or beta-glucan characteristics, and is processed through homogenization, enzymatic treatment, UHT sterilization, aseptic filling, or chilled filling into ambient or refrigerated formats. The report scope mainly covers packaged ready-to-drink high-protein oat beverages, oat protein shakes, sports nutrition oat protein drinks, and fortified oat-based plant drinks, excluding ordinary low-protein oat milk, oat powder, protein powder, freshly prepared caf? oat drinks, and non-RTD beverage ingredients. Major production regions include Europe, North America, China, Southeast Asia, and Australia, while end uses cover daily nutrition, dairy alternatives, sports and fitness, weight management, breakfast replacement, convenience retail, and coffee or tea beverage channels.

In 2025, global Oat-Based Protein Drinks production reached approximately 144 K MT to 216 K MT. Driven by plant protein fortification, UHT and aseptic packaging, ambient convenience-channel expansion, and sports nutrition positioning, the average ex-factory price of this category was materially higher than that of standard oat drinks, with mainstream FOB prices ranging from USD 1,260 to USD 1,845 per MT.

United States market for Oat-Based Protein Drinks is estimated to increase from US\$

million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Oat-Based Protein Drinks is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Oat-Based Protein Drinks is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Oat-Based Protein Drinks players cover Oatly Group AB, Danone S.A., Califia Farms, LLC, Elmhurst Milked Direct, LLC, BetterBody Foods & Nutrition LLC, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Oat-Based Protein Drinks Industry Forecast" looks at past sales and reviews total world Oat-Based Protein Drinks sales in 2025, providing a comprehensive analysis by region and market sector of projected Oat-Based Protein Drinks sales for 2026 through 2032. With Oat-Based Protein Drinks sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Oat-Based Protein Drinks industry.

This Insight Report provides a comprehensive analysis of the global Oat-Based Protein Drinks landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Oat-Based Protein Drinks portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Oat-Based Protein Drinks market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Oat-Based Protein Drinks and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Oat-Based Protein Drinks.

This report presents a comprehensive overview, market shares, and growth opportunities of Oat-Based Protein Drinks market by product type, application, key

manufacturers and key regions and countries.

Segmentation by Type:

Ready-To-Drink Liquid Products

Powdered Oat Protein Drink Mixes

Others

Segmentation by Storage Format:

Shelf-Stable Format

Chilled Format

Frozen and Other Formats

Segmentation by Protein Content:

Standard Protein (1.0 - 2.9 g / 100ml)

High Protein (? 3.0 g / 100ml)

Others

Segmentation by Sales Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Retail

Foodservice and Specialty Channels

Segmentation by Application:

Retail Consumers

Foodservice Customers

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Oatly Group AB

Danone S.A.

Califia Farms, LLC

Elmhurst Milked Direct, LLC

BetterBody Foods & Nutrition LLC

Minor Figures Limited

Oddlygood Global Ltd

OATSIDE Pte. Ltd.

Vitasoy International Holdings Limited

Otsuka Foods Co., Ltd.

Kagome Co., Ltd.

Inner Mongolia Yili Industrial Group Co., Ltd.

China Mengniu Dairy Company Limited

FreeNow Foods Co., Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global Oat-Based Protein Drinks market?

What factors are driving Oat-Based Protein Drinks market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Oat-Based Protein Drinks market opportunities vary by end market size?

How does Oat-Based Protein Drinks break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Oat-Based Protein Drinks Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Oat-Based Protein Drinks by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Oat-Based Protein Drinks by Country/Region, 2021, 2025 & 2032
- 2.2 Oat-Based Protein Drinks Segment by Type
 - 2.2.1 Ready-To-Drink Liquid Products
 - 2.2.2 Powdered Oat Protein Drink Mixes
 - 2.2.3 Others
 - 2.2.4 Oat-Based Protein Drinks Sales by Type
 - 2.2.4.1 Global Oat-Based Protein Drinks Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Oat-Based Protein Drinks Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Oat-Based Protein Drinks Sale Price by Type (2021-2026)
- 2.3 Oat-Based Protein Drinks Segment by Storage Format
 - 2.3.1 Shelf-Stable Format
 - 2.3.2 Chilled Format
 - 2.3.3 Frozen and Other Formats
 - 2.3.4 Oat-Based Protein Drinks Sales by Storage Format
 - 2.3.4.1 Global Oat-Based Protein Drinks Sales Market Share by Storage Format (2021-2026)
 - 2.3.4.2 Global Oat-Based Protein Drinks Revenue and Market Share by Storage Format (2021-2026)

- 2.3.4.3 Global Oat-Based Protein Drinks Sale Price by Storage Format (2021-2026)
- 2.4 Oat-Based Protein Drinks Segment by Protein Content
 - 2.4.1 Standard Protein (1.0 - 2.9 g / 100ml)
 - 2.4.2 High Protein (? 3.0 g / 100ml)
 - 2.4.3 Others
 - 2.4.4 Oat-Based Protein Drinks Sales by Protein Content
 - 2.4.4.1 Global Oat-Based Protein Drinks Sales Market Share by Protein Content (2021-2026)
 - 2.4.4.2 Global Oat-Based Protein Drinks Revenue and Market Share by Protein Content (2021-2026)
 - 2.4.4.3 Global Oat-Based Protein Drinks Sale Price by Protein Content (2021-2026)
- 2.5 Oat-Based Protein Drinks Segment by Sales Channel
 - 2.5.1 Supermarkets and Hypermarkets
 - 2.5.2 Convenience Stores
 - 2.5.3 Online Retail
 - 2.5.4 Foodservice and Specialty Channels
 - 2.5.5 Oat-Based Protein Drinks Sales by Sales Channel
 - 2.5.5.1 Global Oat-Based Protein Drinks Sales Market Share by Sales Channel (2021-2026)
 - 2.5.5.2 Global Oat-Based Protein Drinks Revenue and Market Share by Sales Channel (2021-2026)
 - 2.5.5.3 Global Oat-Based Protein Drinks Sale Price by Sales Channel (2021-2026)
- 2.6 Oat-Based Protein Drinks Segment by Application
 - 2.6.1 Retail Consumers
 - 2.6.2 Foodservice Customers
 - 2.6.3 Others
 - 2.6.4 Oat-Based Protein Drinks Sales by Application
 - 2.6.4.1 Global Oat-Based Protein Drinks Sale Market Share by Application (2021-2026)
 - 2.6.4.2 Global Oat-Based Protein Drinks Revenue and Market Share by Application (2021-2026)
 - 2.6.4.3 Global Oat-Based Protein Drinks Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

- 3.1 Global Oat-Based Protein Drinks Breakdown Data by Company
 - 3.1.1 Global Oat-Based Protein Drinks Annual Sales by Company (2021-2026)
 - 3.1.2 Global Oat-Based Protein Drinks Sales Market Share by Company (2021-2026)
- 3.2 Global Oat-Based Protein Drinks Annual Revenue by Company (2021-2026)

- 3.2.1 Global Oat-Based Protein Drinks Revenue by Company (2021-2026)
- 3.2.2 Global Oat-Based Protein Drinks Revenue Market Share by Company (2021-2026)
- 3.3 Global Oat-Based Protein Drinks Sale Price by Company
- 3.4 Key Manufacturers Oat-Based Protein Drinks Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Oat-Based Protein Drinks Product Location Distribution
 - 3.4.2 Players Oat-Based Protein Drinks Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR OAT-BASED PROTEIN DRINKS BY GEOGRAPHIC REGION

- 4.1 World Historic Oat-Based Protein Drinks Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Oat-Based Protein Drinks Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Oat-Based Protein Drinks Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Oat-Based Protein Drinks Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Oat-Based Protein Drinks Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Oat-Based Protein Drinks Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Oat-Based Protein Drinks Sales Growth
- 4.4 APAC Oat-Based Protein Drinks Sales Growth
- 4.5 Europe Oat-Based Protein Drinks Sales Growth
- 4.6 Middle East & Africa Oat-Based Protein Drinks Sales Growth

5 AMERICAS

- 5.1 Americas Oat-Based Protein Drinks Sales by Country
 - 5.1.1 Americas Oat-Based Protein Drinks Sales by Country (2021-2026)
 - 5.1.2 Americas Oat-Based Protein Drinks Revenue by Country (2021-2026)
- 5.2 Americas Oat-Based Protein Drinks Sales by Type (2021-2026)

5.3 Americas Oat-Based Protein Drinks Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Oat-Based Protein Drinks Sales by Region

6.1.1 APAC Oat-Based Protein Drinks Sales by Region (2021-2026)

6.1.2 APAC Oat-Based Protein Drinks Revenue by Region (2021-2026)

6.2 APAC Oat-Based Protein Drinks Sales by Type (2021-2026)

6.3 APAC Oat-Based Protein Drinks Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Oat-Based Protein Drinks by Country

7.1.1 Europe Oat-Based Protein Drinks Sales by Country (2021-2026)

7.1.2 Europe Oat-Based Protein Drinks Revenue by Country (2021-2026)

7.2 Europe Oat-Based Protein Drinks Sales by Type (2021-2026)

7.3 Europe Oat-Based Protein Drinks Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Oat-Based Protein Drinks by Country

8.1.1 Middle East & Africa Oat-Based Protein Drinks Sales by Country (2021-2026)

8.1.2 Middle East & Africa Oat-Based Protein Drinks Revenue by Country (2021-2026)

- 8.2 Middle East & Africa Oat-Based Protein Drinks Sales by Type (2021-2026)
- 8.3 Middle East & Africa Oat-Based Protein Drinks Sales by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Oat-Based Protein Drinks
- 10.3 Manufacturing Process Analysis of Oat-Based Protein Drinks
- 10.4 Industry Chain Structure of Oat-Based Protein Drinks

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Oat-Based Protein Drinks Distributors
- 11.3 Oat-Based Protein Drinks Customer

12 WORLD FORECAST REVIEW FOR OAT-BASED PROTEIN DRINKS BY GEOGRAPHIC REGION

- 12.1 Global Oat-Based Protein Drinks Market Size Forecast by Region
 - 12.1.1 Global Oat-Based Protein Drinks Forecast by Region (2027-2032)
 - 12.1.2 Global Oat-Based Protein Drinks Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Oat-Based Protein Drinks Forecast by Type (2027-2032)

12.7 Global Oat-Based Protein Drinks Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Oatly Group AB

13.1.1 Oatly Group AB Company Information

13.1.2 Oatly Group AB Oat-Based Protein Drinks Product Portfolios and Specifications

13.1.3 Oatly Group AB Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Oatly Group AB Main Business Overview

13.1.5 Oatly Group AB Latest Developments

13.2 Danone S.A.

13.2.1 Danone S.A. Company Information

13.2.2 Danone S.A. Oat-Based Protein Drinks Product Portfolios and Specifications

13.2.3 Danone S.A. Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Danone S.A. Main Business Overview

13.2.5 Danone S.A. Latest Developments

13.3 Califia Farms, LLC

13.3.1 Califia Farms, LLC Company Information

13.3.2 Califia Farms, LLC Oat-Based Protein Drinks Product Portfolios and Specifications

13.3.3 Califia Farms, LLC Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Califia Farms, LLC Main Business Overview

13.3.5 Califia Farms, LLC Latest Developments

13.4 Elmhurst Milked Direct, LLC

13.4.1 Elmhurst Milked Direct, LLC Company Information

13.4.2 Elmhurst Milked Direct, LLC Oat-Based Protein Drinks Product Portfolios and Specifications

13.4.3 Elmhurst Milked Direct, LLC Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Elmhurst Milked Direct, LLC Main Business Overview

13.4.5 Elmhurst Milked Direct, LLC Latest Developments

13.5 BetterBody Foods & Nutrition LLC

13.5.1 BetterBody Foods & Nutrition LLC Company Information

13.5.2 BetterBody Foods & Nutrition LLC Oat-Based Protein Drinks Product Portfolios

and Specifications

13.5.3 BetterBody Foods & Nutrition LLC Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 BetterBody Foods & Nutrition LLC Main Business Overview

13.5.5 BetterBody Foods & Nutrition LLC Latest Developments

13.6 Minor Figures Limited

13.6.1 Minor Figures Limited Company Information

13.6.2 Minor Figures Limited Oat-Based Protein Drinks Product Portfolios and Specifications

13.6.3 Minor Figures Limited Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Minor Figures Limited Main Business Overview

13.6.5 Minor Figures Limited Latest Developments

13.7 Oddlygood Global Ltd

13.7.1 Oddlygood Global Ltd Company Information

13.7.2 Oddlygood Global Ltd Oat-Based Protein Drinks Product Portfolios and Specifications

13.7.3 Oddlygood Global Ltd Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Oddlygood Global Ltd Main Business Overview

13.7.5 Oddlygood Global Ltd Latest Developments

13.8 OATSIDE Pte. Ltd.

13.8.1 OATSIDE Pte. Ltd. Company Information

13.8.2 OATSIDE Pte. Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

13.8.3 OATSIDE Pte. Ltd. Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 OATSIDE Pte. Ltd. Main Business Overview

13.8.5 OATSIDE Pte. Ltd. Latest Developments

13.9 Vitasoy International Holdings Limited

13.9.1 Vitasoy International Holdings Limited Company Information

13.9.2 Vitasoy International Holdings Limited Oat-Based Protein Drinks Product Portfolios and Specifications

13.9.3 Vitasoy International Holdings Limited Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Vitasoy International Holdings Limited Main Business Overview

13.9.5 Vitasoy International Holdings Limited Latest Developments

13.10 Otsuka Foods Co., Ltd.

13.10.1 Otsuka Foods Co., Ltd. Company Information

13.10.2 Otsuka Foods Co., Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

13.10.3 Otsuka Foods Co., Ltd. Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Otsuka Foods Co., Ltd. Main Business Overview

13.10.5 Otsuka Foods Co., Ltd. Latest Developments

13.11 Kagome Co., Ltd.

13.11.1 Kagome Co., Ltd. Company Information

13.11.2 Kagome Co., Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

13.11.3 Kagome Co., Ltd. Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Kagome Co., Ltd. Main Business Overview

13.11.5 Kagome Co., Ltd. Latest Developments

13.12 Inner Mongolia Yili Industrial Group Co., Ltd.

13.12.1 Inner Mongolia Yili Industrial Group Co., Ltd. Company Information

13.12.2 Inner Mongolia Yili Industrial Group Co., Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

13.12.3 Inner Mongolia Yili Industrial Group Co., Ltd. Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Inner Mongolia Yili Industrial Group Co., Ltd. Main Business Overview

13.12.5 Inner Mongolia Yili Industrial Group Co., Ltd. Latest Developments

13.13 China Mengniu Dairy Company Limited

13.13.1 China Mengniu Dairy Company Limited Company Information

13.13.2 China Mengniu Dairy Company Limited Oat-Based Protein Drinks Product Portfolios and Specifications

13.13.3 China Mengniu Dairy Company Limited Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 China Mengniu Dairy Company Limited Main Business Overview

13.13.5 China Mengniu Dairy Company Limited Latest Developments

13.14 FreeNow Foods Co., Ltd.

13.14.1 FreeNow Foods Co., Ltd. Company Information

13.14.2 FreeNow Foods Co., Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

13.14.3 FreeNow Foods Co., Ltd. Oat-Based Protein Drinks Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 FreeNow Foods Co., Ltd. Main Business Overview

13.14.5 FreeNow Foods Co., Ltd. Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Oat-Based Protein Drinks Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Oat-Based Protein Drinks Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Ready-To-Drink Liquid Products

Table 4. Major Players of Powdered Oat Protein Drink Mixes

Table 5. Major Players of Others

Table 6. Global Oat-Based Protein Drinks Sales by Type (2021-2026) & (Tons)

Table 7. Global Oat-Based Protein Drinks Sales Market Share by Type (2021-2026)

Table 8. Global Oat-Based Protein Drinks Revenue by Type (2021-2026) & (\$ million)

Table 9. Global Oat-Based Protein Drinks Revenue Market Share by Type (2021-2026)

Table 10. Global Oat-Based Protein Drinks Sale Price by Type (2021-2026) & (US\$/Ton)

Table 11. Major Players of Shelf-Stable Format

Table 12. Major Players of Chilled Format

Table 13. Major Players of Frozen and Other Formats

Table 14. Global Oat-Based Protein Drinks Sales by Storage Format (2021-2026) & (Tons)

Table 15. Global Oat-Based Protein Drinks Sales Market Share by Storage Format (2021-2026)

Table 16. Global Oat-Based Protein Drinks Revenue by Storage Format (2021-2026) & (\$ million)

Table 17. Global Oat-Based Protein Drinks Revenue Market Share by Storage Format (2021-2026)

Table 18. Global Oat-Based Protein Drinks Sale Price by Storage Format (2021-2026) & (US\$/Ton)

Table 19. Major Players of Standard Protein (1.0 - 2.9 g / 100ml)

Table 20. Major Players of High Protein (? 3.0 g / 100ml)

Table 21. Major Players of Others

Table 22. Global Oat-Based Protein Drinks Sales by Protein Content (2021-2026) & (Tons)

Table 23. Global Oat-Based Protein Drinks Sales Market Share by Protein Content (2021-2026)

Table 24. Global Oat-Based Protein Drinks Revenue by Protein Content (2021-2026) & (\$ million)

Table 25. Global Oat-Based Protein Drinks Revenue Market Share by Protein Content (2021-2026)

Table 26. Global Oat-Based Protein Drinks Sale Price by Protein Content (2021-2026) & (US\$/Ton)

Table 27. Major Players of Supermarkets and Hypermarkets

Table 28. Major Players of Convenience Stores

Table 29. Major Players of Online Retail

Table 30. Major Players of Foodservice and Specialty Channels

Table 31. Global Oat-Based Protein Drinks Sales by Sales Channel (2021-2026) & (Tons)

Table 32. Global Oat-Based Protein Drinks Sales Market Share by Sales Channel (2021-2026)

Table 33. Global Oat-Based Protein Drinks Revenue by Sales Channel (2021-2026) & (\$ million)

Table 34. Global Oat-Based Protein Drinks Revenue Market Share by Sales Channel (2021-2026)

Table 35. Global Oat-Based Protein Drinks Sale Price by Sales Channel (2021-2026) & (US\$/Ton)

Table 36. Global Oat-Based Protein Drinks Sale by Application (2021-2026) & (Tons)

Table 37. Global Oat-Based Protein Drinks Sale Market Share by Application (2021-2026)

Table 38. Global Oat-Based Protein Drinks Revenue by Application (2021-2026) & (\$ million)

Table 39. Global Oat-Based Protein Drinks Revenue Market Share by Application (2021-2026)

Table 40. Global Oat-Based Protein Drinks Sale Price by Application (2021-2026) & (US\$/Ton)

Table 41. Global Oat-Based Protein Drinks Sales by Company (2021-2026) & (Tons)

Table 42. Global Oat-Based Protein Drinks Sales Market Share by Company (2021-2026)

Table 43. Global Oat-Based Protein Drinks Revenue by Company (2021-2026) & (\$ millions)

Table 44. Global Oat-Based Protein Drinks Revenue Market Share by Company (2021-2026)

Table 45. Global Oat-Based Protein Drinks Sale Price by Company (2021-2026) & (US\$/Ton)

Table 46. Key Manufacturers Oat-Based Protein Drinks Producing Area Distribution and Sales Area

Table 47. Players Oat-Based Protein Drinks Products Offered

Table 48. Oat-Based Protein Drinks Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 49. New Products and Potential Entrants

Table 50. Market M&A Activity & Strategy

Table 51. Global Oat-Based Protein Drinks Sales by Geographic Region (2021-2026) & (Tons)

Table 52. Global Oat-Based Protein Drinks Sales Market Share Geographic Region (2021-2026)

Table 53. Global Oat-Based Protein Drinks Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 54. Global Oat-Based Protein Drinks Revenue Market Share by Geographic Region (2021-2026)

Table 55. Global Oat-Based Protein Drinks Sales by Country/Region (2021-2026) & (Tons)

Table 56. Global Oat-Based Protein Drinks Sales Market Share by Country/Region (2021-2026)

Table 57. Global Oat-Based Protein Drinks Revenue by Country/Region (2021-2026) & (\$ millions)

Table 58. Global Oat-Based Protein Drinks Revenue Market Share by Country/Region (2021-2026)

Table 59. Americas Oat-Based Protein Drinks Sales by Country (2021-2026) & (Tons)

Table 60. Americas Oat-Based Protein Drinks Sales Market Share by Country (2021-2026)

Table 61. Americas Oat-Based Protein Drinks Revenue by Country (2021-2026) & (\$ millions)

Table 62. Americas Oat-Based Protein Drinks Sales by Type (2021-2026) & (Tons)

Table 63. Americas Oat-Based Protein Drinks Sales by Application (2021-2026) & (Tons)

Table 64. APAC Oat-Based Protein Drinks Sales by Region (2021-2026) & (Tons)

Table 65. APAC Oat-Based Protein Drinks Sales Market Share by Region (2021-2026)

Table 66. APAC Oat-Based Protein Drinks Revenue by Region (2021-2026) & (\$ millions)

Table 67. APAC Oat-Based Protein Drinks Sales by Type (2021-2026) & (Tons)

Table 68. APAC Oat-Based Protein Drinks Sales by Application (2021-2026) & (Tons)

Table 69. Europe Oat-Based Protein Drinks Sales by Country (2021-2026) & (Tons)

Table 70. Europe Oat-Based Protein Drinks Revenue by Country (2021-2026) & (\$ millions)

Table 71. Europe Oat-Based Protein Drinks Sales by Type (2021-2026) & (Tons)

Table 72. Europe Oat-Based Protein Drinks Sales by Application (2021-2026) & (Tons)

Table 73. Middle East & Africa Oat-Based Protein Drinks Sales by Country (2021-2026) & (Tons)

Table 74. Middle East & Africa Oat-Based Protein Drinks Revenue Market Share by Country (2021-2026)

Table 75. Middle East & Africa Oat-Based Protein Drinks Sales by Type (2021-2026) & (Tons)

Table 76. Middle East & Africa Oat-Based Protein Drinks Sales by Application (2021-2026) & (Tons)

Table 77. Key Market Drivers & Growth Opportunities of Oat-Based Protein Drinks

Table 78. Key Market Challenges & Risks of Oat-Based Protein Drinks

Table 79. Key Industry Trends of Oat-Based Protein Drinks

Table 80. Oat-Based Protein Drinks Raw Material

Table 81. Key Suppliers of Raw Materials

Table 82. Oat-Based Protein Drinks Distributors List

Table 83. Oat-Based Protein Drinks Customer List

Table 84. Global Oat-Based Protein Drinks Sales Forecast by Region (2027-2032) & (Tons)

Table 85. Global Oat-Based Protein Drinks Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 86. Americas Oat-Based Protein Drinks Sales Forecast by Country (2027-2032) & (Tons)

Table 87. Americas Oat-Based Protein Drinks Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 88. APAC Oat-Based Protein Drinks Sales Forecast by Region (2027-2032) & (Tons)

Table 89. APAC Oat-Based Protein Drinks Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 90. Europe Oat-Based Protein Drinks Sales Forecast by Country (2027-2032) & (Tons)

Table 91. Europe Oat-Based Protein Drinks Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 92. Middle East & Africa Oat-Based Protein Drinks Sales Forecast by Country (2027-2032) & (Tons)

Table 93. Middle East & Africa Oat-Based Protein Drinks Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 94. Global Oat-Based Protein Drinks Sales Forecast by Type (2027-2032) & (Tons)

Table 95. Global Oat-Based Protein Drinks Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 96. Global Oat-Based Protein Drinks Sales Forecast by Application (2027-2032) & (Tons)

Table 97. Global Oat-Based Protein Drinks Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 98. Oatly Group AB Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 99. Oatly Group AB Oat-Based Protein Drinks Product Portfolios and Specifications

Table 100. Oatly Group AB Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 101. Oatly Group AB Main Business

Table 102. Oatly Group AB Latest Developments

Table 103. Danone S.A. Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 104. Danone S.A. Oat-Based Protein Drinks Product Portfolios and Specifications

Table 105. Danone S.A. Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 106. Danone S.A. Main Business

Table 107. Danone S.A. Latest Developments

Table 108. Califia Farms, LLC Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 109. Califia Farms, LLC Oat-Based Protein Drinks Product Portfolios and Specifications

Table 110. Califia Farms, LLC Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 111. Califia Farms, LLC Main Business

Table 112. Califia Farms, LLC Latest Developments

Table 113. Elmhurst Milked Direct, LLC Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 114. Elmhurst Milked Direct, LLC Oat-Based Protein Drinks Product Portfolios and Specifications

Table 115. Elmhurst Milked Direct, LLC Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 116. Elmhurst Milked Direct, LLC Main Business

Table 117. Elmhurst Milked Direct, LLC Latest Developments

Table 118. BetterBody Foods & Nutrition LLC Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 119. BetterBody Foods & Nutrition LLC Oat-Based Protein Drinks Product Portfolios and Specifications

Table 120. BetterBody Foods & Nutrition LLC Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 121. BetterBody Foods & Nutrition LLC Main Business

Table 122. BetterBody Foods & Nutrition LLC Latest Developments

Table 123. MinorFigures Limited Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 124. MinorFigures Limited Oat-Based Protein Drinks Product Portfolios and Specifications

Table 125. MinorFigures Limited Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 126. MinorFigures Limited Main Business

Table 127. MinorFigures Limited Latest Developments

Table 128. Oddlygood Global Ltd Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 129. Oddlygood Global Ltd Oat-Based Protein Drinks Product Portfolios and Specifications

Table 130. Oddlygood Global Ltd Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 131. Oddlygood Global Ltd Main Business

Table 132. Oddlygood Global Ltd Latest Developments

Table 133. OATSIDE Pte. Ltd. Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 134. OATSIDE Pte. Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

Table 135. OATSIDE Pte. Ltd. Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 136. OATSIDE Pte. Ltd. Main Business

Table 137. OATSIDE Pte. Ltd. Latest Developments

Table 138. Vitasoy International Holdings Limited Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 139. Vitasoy International Holdings Limited Oat-Based Protein Drinks Product Portfolios and Specifications

Table 140. Vitasoy International Holdings Limited Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 141. Vitasoy International Holdings Limited Main Business

Table 142. Vitasoy International Holdings Limited Latest Developments

Table 143. Otsuka Foods Co., Ltd. Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 144. Otsuka Foods Co., Ltd. Oat-Based Protein Drinks Product Portfolios and

Specifications

Table 145. Otsuka Foods Co., Ltd. Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 146. Otsuka Foods Co., Ltd. Main Business

Table 147. Otsuka Foods Co., Ltd. Latest Developments

Table 148. Kagome Co., Ltd. Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 149. Kagome Co., Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

Table 150. Kagome Co., Ltd. Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 151. Kagome Co., Ltd. Main Business

Table 152. Kagome Co., Ltd. Latest Developments

Table 153. Inner Mongolia Yili Industrial Group Co., Ltd. Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 154. Inner Mongolia Yili Industrial Group Co., Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

Table 155. Inner Mongolia Yili Industrial Group Co., Ltd. Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 156. Inner Mongolia Yili Industrial Group Co., Ltd. Main Business

Table 157. Inner Mongolia Yili Industrial Group Co., Ltd. Latest Developments

Table 158. China Mengniu Dairy Company Limited Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 159. China Mengniu Dairy Company Limited Oat-Based Protein Drinks Product Portfolios and Specifications

Table 160. China Mengniu Dairy Company Limited Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 161. China Mengniu Dairy Company Limited Main Business

Table 162. China Mengniu Dairy Company Limited Latest Developments

Table 163. FreeNow Foods Co., Ltd. Basic Information, Oat-Based Protein Drinks Manufacturing Base, Sales Area and Its Competitors

Table 164. FreeNow Foods Co., Ltd. Oat-Based Protein Drinks Product Portfolios and Specifications

Table 165. FreeNow Foods Co., Ltd. Oat-Based Protein Drinks Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 166. FreeNow Foods Co., Ltd. Main Business

Table 167. FreeNow Foods Co., Ltd. Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Oat-Based Protein Drinks
- Figure 2. Oat-Based Protein Drinks Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Oat-Based Protein Drinks Sales Growth Rate 2021-2032 (Tons)
- Figure 7. Global Oat-Based Protein Drinks Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Oat-Based Protein Drinks Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Oat-Based Protein Drinks Sales Market Share by Country/Region (2025)
- Figure 10. Oat-Based Protein Drinks Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Ready-To-Drink Liquid Products
- Figure 12. Product Picture of Powdered Oat Protein Drink Mixes
- Figure 13. Product Picture of Others
- Figure 14. Global Oat-Based Protein Drinks Sales Market Share by Type in 2026
- Figure 15. Global Oat-Based Protein Drinks Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Shelf-Stable Format
- Figure 17. Product Picture of Chilled Format
- Figure 18. Product Picture of Frozen and Other Formats
- Figure 19. Global Oat-Based Protein Drinks Sales Market Share by Storage Format in 2026
- Figure 20. Global Oat-Based Protein Drinks Revenue Market Share by Storage Format (2021-2026)
- Figure 21. Product Picture of Standard Protein (1.0 - 2.9 g / 100ml)
- Figure 22. Product Picture of High Protein (? 3.0 g / 100ml)
- Figure 23. Product Picture of Others
- Figure 24. Global Oat-Based Protein Drinks Sales Market Share by Protein Content in 2026
- Figure 25. Global Oat-Based Protein Drinks Revenue Market Share by Protein Content (2021-2026)
- Figure 26. Product Picture of Supermarkets and Hypermarkets
- Figure 27. Product Picture of Convenience Stores

Figure 28. Product Picture of Online Retail

Figure 29. Product Picture of Foodservice and Specialty Channels

Figure 30. Global Oat-Based Protein Drinks Sales Market Share by Sales Channel in 2026

Figure 31. Global Oat-Based Protein Drinks Revenue Market Share by Sales Channel (2021-2026)

Figure 32. Oat-Based Protein Drinks Consumed in Retail Consumers

Figure 33. Global Oat-Based Protein Drinks Market: Retail Consumers (2021-2026) & (Tons)

Figure 34. Oat-Based Protein Drinks Consumed in Foodservice Customers

Figure 35. Global Oat-Based Protein Drinks Market: Foodservice Customers (2021-2026) & (Tons)

Figure 36. Oat-Based Protein Drinks Consumed in Others

Figure 37. Global Oat-Based Protein Drinks Market: Others (2021-2026) & (Tons)

Figure 38. Global Oat-Based Protein Drinks Sale Market Share by Application (2025)

Figure 39. Global Oat-Based Protein Drinks Revenue Market Share by Application in 2025

Figure 40. Oat-Based Protein Drinks Sales by Company in 2025 (Tons)

Figure 41. Global Oat-Based Protein Drinks Sales Market Share by Company in 2025

Figure 42. Oat-Based Protein Drinks Revenue by Company in 2025 (\$ millions)

Figure 43. Global Oat-Based Protein Drinks Revenue Market Share by Company in 2025

Figure 44. Global Oat-Based Protein Drinks Sales Market Share by Geographic Region (2021-2026)

Figure 45. Global Oat-Based Protein Drinks Revenue Market Share by Geographic Region in 2025

Figure 46. Americas Oat-Based Protein Drinks Sales 2021-2026 (Tons)

Figure 47. Americas Oat-Based Protein Drinks Revenue 2021-2026 (\$ millions)

Figure 48. APAC Oat-Based Protein Drinks Sales 2021-2026 (Tons)

Figure 49. APAC Oat-Based Protein Drinks Revenue 2021-2026 (\$ millions)

Figure 50. Europe Oat-Based Protein Drinks Sales 2021-2026 (Tons)

Figure 51. Europe Oat-Based Protein Drinks Revenue 2021-2026 (\$ millions)

Figure 52. Middle East & Africa Oat-Based Protein Drinks Sales 2021-2026 (Tons)

Figure 53. Middle East & Africa Oat-Based Protein Drinks Revenue 2021-2026 (\$ millions)

Figure 54. Americas Oat-Based Protein Drinks Sales Market Share by Country in 2025

Figure 55. Americas Oat-Based Protein Drinks Revenue Market Share by Country (2021-2026)

Figure 56. Americas Oat-Based Protein Drinks Sales Market Share by Type

(2021-2026)

Figure 57. Americas Oat-Based Protein Drinks Sales Market Share by Application (2021-2026)

Figure 58. United States Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 59. Canada Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 60. Mexico Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 61. Brazil Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 62. APAC Oat-Based Protein Drinks Sales Market Share by Region in 2025

Figure 63. APAC Oat-Based Protein Drinks Revenue Market Share by Region (2021-2026)

Figure 64. APAC Oat-Based Protein Drinks Sales Market Share by Type (2021-2026)

Figure 65. APAC Oat-Based Protein Drinks Sales Market Share by Application (2021-2026)

Figure 66. China Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 67. Japan Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 68. South Korea Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 69. Southeast Asia Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 70. India Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 71. Australia Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 72. China Taiwan Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 73. Europe Oat-Based Protein Drinks Sales Market Share by Country in 2025

Figure 74. Europe Oat-Based Protein Drinks Revenue Market Share by Country (2021-2026)

Figure 75. Europe Oat-Based Protein Drinks Sales Market Share by Type (2021-2026)

Figure 76. Europe Oat-Based Protein Drinks Sales Market Share by Application (2021-2026)

Figure 77. Germany Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 78. France Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 79. UK Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 80. Italy Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 81. Russia Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 82. Middle East & Africa Oat-Based Protein Drinks Sales Market Share by Country (2021-2026)

Figure 83. Middle East & Africa Oat-Based Protein Drinks Sales Market Share by Type (2021-2026)

Figure 84. Middle East & Africa Oat-Based Protein Drinks Sales Market Share by Application (2021-2026)

Figure 85. Egypt Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 86. South Africa Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 87. Israel Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 88. Turkey Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 89. GCC Countries Oat-Based Protein Drinks Revenue Growth 2021-2026 (\$ millions)

Figure 90. Manufacturing Cost Structure Analysis of Oat-Based Protein Drinks in 2026

Figure 91. Manufacturing Process Analysis of Oat-Based Protein Drinks

Figure 92. Industry Chain Structure of Oat-Based Protein Drinks

Figure 93. Channels of Distribution

Figure 94. Global Oat-Based Protein Drinks Sales Market Forecast by Region (2027-2032)

Figure 95. Global Oat-Based Protein Drinks Revenue Market Share Forecast by Region (2027-2032)

Figure 96. Global Oat-Based Protein Drinks Sales Market Share Forecast by Type (2027-2032)

Figure 97. Global Oat-Based Protein Drinks Revenue Market Share Forecast by Type (2027-2032)

Figure 98. Global Oat-Based Protein Drinks Sales Market Share Forecast by Application (2027-2032)

Figure 99. Global Oat-Based Protein Drinks Revenue Market Share Forecast by Application (2027-2032)

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