

# Global Puffed Oat Market Research Report 2023

<https://marketpublishers.com/r/G003DA1B9B3DEN.html>

Date: December 2023

Pages: 92

Price: US\$ 2,900.00 (Single User License)

ID: G003DA1B9B3DEN

## Abstracts

Puffed oats are oats that are processed to make oatmeal or a process similar to French fries.

According to QYResearch's new survey, global Puffed Oat market is projected to reach US\$ 1893.9 million in 2029, increasing from US\$ 1425.3 million in 2022, with the CAGR of 4.1% during the period of 2023 to 2029. Influencing issues, such as economy environments, COVID-19 and Russia-Ukraine War, have led to great market fluctuations in the past few years and are considered comprehensively in the whole Puffed Oat market research.

Millennials and the young generation are the easiest targets for ready-to-eat food manufacturing giants as they spend most of their income on such food products. Thus, such products' convenience level is increasing the global market's total demand. The global ready meals market was valued at \$138.1 billion in 2021 and is expected to reach \$408.0 billion by 2031, registering a CAGR of 11.9% during the forecast period. Ready meals are considered as a cost-effective alternative meals and their preparation requires less time, as they are precooked. These meals are available throughout the year and are safe to consume. Though processed food cause loss of nutrition, various methods utilized to prepare ready meals ensure that the loss of nutrients is minimal in most cases. Increase in convenience offered in terms of time saving and little efforts required for the preparation of these meals drives the growth of the ready meals market. Moreover, preference for these meals by the working population and students has increased, owing to the fact that it requires only heating before consumption, which reduces the overall effort of cooking. In addition, these meals serve as low-cost alternatives to junk food, which is anticipated to boost their demand in the near future. However, increase in health awareness and negative perceptions pertaining to health effects of these products among the consumers restrain the market growth. Nevertheless, the industry faces multiple challenges, which includes counterfeiting.

Adulteration of ready meals containing fake ingredient results in big loss to key players, as there are large number of counterfeited food products available in the market. Furthermore, counterfeiting of established brands often tarnishes the brand image and brand loyalty and such malpractices challenge the market expansion for leading players operating in the market.

## Report Scope

This report, based on historical analysis (2018-2022) and forecast calculation (2023-2029), aims to help readers to get a comprehensive understanding of global Puffed Oat market with multiple angles, which provides sufficient supports to readers' strategy and decision making.

## By Company

Quaker Oats

General Mills

Kellogg

Nestl?

Calbee

Treehouse Foods

Morning Foods

Associated British Foods

Grain Millers

Weetabix

Seamild

## Segment by Type

Fruits Oat

Nuts Oat

Others

### Segment by Application

Online

Offline

### Consumption by Region

North America

United States

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

The Puffed Oat report covers below items:

Chapter 1: Product Basic Information (Definition, Type and Application)

Chapter 2: Manufacturers' Competition Patterns

Chapter 3: Country Level Sales Analysis

Chapter 4: Product Type Analysis

Chapter 5: Product Application Analysis

Chapter 6: Manufacturers' Outline

Chapter 7: Industry Chain, Market Channel and Customer Analysis

Chapter 8: Market Opportunities and Challenges

Chapter 9: Market Conclusions

Chapter 10: Research Methodology and Data Source

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