

# North America Wheat Bran Offal Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

<https://marketpublishers.com/r/N5FF506FD339EN.html>

Date: July 2025

Pages: 139

Price: US\$ 3,450.00 (Single User License)

ID: N5FF506FD339EN

## Abstracts

The North America Wheat Bran Offal Market size is expected to reach US\$ 8,512.21 million by 2031 from US\$ 6,466.08 million in 2023. The market is estimated to record a CAGR of 3.5% from 2023 to 2031.

Executive Summary and North America Wheat Bran Offal Market Analysis:

North America is one of the largest producers of animal feed. According to the Alltech Agri Food Outlook, North America produced 259.26 million metric tons of animal feed in 2023 with broiler, layer, and pet food leading among all the feed categories. Wheat bran is a rich dietary fiber source for livestock animals, improving their digestion and gut health. Moreover, it also increases the overall protein content of the animal feed, providing desired nutrition to the livestock animals. A well-established animal feed manufacturing sector in North America drives the demand for wheat bran in the region.

The wheat bran market in North America is witnessing significant growth owing to increased demand for breakfast cereals and nutrition bars. The growing health consciousness and increased consumer need for convenience contribute to this demand. Breakfast cereals are among the most popular and common breakfast options for consumers across the region, owing to several health benefits. According to the US Department of Agriculture (USDA), oatmeal and cereal were the most common breakfasts, especially in Minnesota, Iowa, and Wisconsin, in 2022.

The growing demand for nutritional bars as a healthy snack option is witnessing an increased demand among consumers. In response to this trend, several key players in North America offer a wide product portfolio of nutrition products. For instance, in

December 2023, Barebells, a sports nutrition company, expanded its nutrition bars product portfolio by launching the Soft Bar Banana Caramel protein bar to cater to the growing trend of consumers' preference for healthy and functional foods.

#### North America Wheat Bran Offal Market Segmentation Analysis:

Key segments that contributed to the derivation of the wheat bran offal market analysis are form, category, and application.

By form, the wheat bran offal market is segmented into flour or meal, flakes, and pellets. The flour or meal held the largest share of the market in 2023.

In terms of category, the wheat bran offal market is bifurcated into organic and conventional. The conventional segment held a larger share of the market in 2023.

Based on application, the wheat bran offal market is categorized into animal feed, breakfast cereals, nutritional bars, beverages, baked goods, and others. The animal feed segment held the largest share of the market in 2023.

#### North America Wheat Bran Offal Market Outlook

Growing demand for high-quality feed ingredients and increasing awareness regarding the benefits of wheat bran have driven its use in the animal feed industry. Wheat bran is a rich source of dietary fiber; protein; and essential minerals such as phosphorous, calcium, and vitamin B, making it an ideal supplement for livestock, poultry, and aquaculture feeds. Its inclusion improves the overall nutritional value of the animal diet, promotes digestive health, and boosts feed efficiency. As global meat, dairy, and poultry production increases to meet the rising demand for animal-based products, the need for high-quality, affordable feed ingredients such as wheat bran has surged.

Wheat bran's versatility and ease of incorporation into different animal feed formulations make it an attractive option for feed manufacturers. Its ability to use various forms such as raw bran, pellets, or meal allows for tailored application across different animal species and production systems. For instance, in poultry feed, wheat bran improves the texture of the feed and supports gastrointestinal health, while in the ruminant's diet, it serves as a valuable source of fiber for improved digestion. This adaptability has made wheat bran a prominent ingredient in modern animal husbandry practices, particularly as the industry increasingly prioritizes sustainable and efficient feed solutions.

Dietary fiber is crucial in improving gut function, promoting healthy digestion, and preventing gastrointestinal disorders such as constipation and bloating. Wheat bran, with its high fiber content, helps regulate bowel movements, enhances feed efficiency, and contributes to overall animal health. As demand for fiber-enriched diets increases, driven by both animal health concerns and industry trends toward more natural, sustainable food ingredients, the demand for wheat bran is increasing in the animal feed industry. Thus, the increasing use of wheat bran in the animal feed industry fuels the market growth.

### North America Wheat Bran Offal Market Country Insights

Based on country, the North America wheat bran offal market comprises the US, Canada, and Mexico. The US held the largest share in 2023.

Breakfast cereals are the most common breakfast choice among consumers in the US as they are perceived as a healthier and more convenient option compared to traditional breakfast choices. Using innovative ingredients in breakfast cereals, such as dairy and plant-based proteins, appeals to several consumers in the country. Magic Spoon and Catalina Crunch are popular cereal brands offering keto-friendly, low-carb, and high-protein formulations. Several cereal brands also offer breakfast cereals that cater to the common health issues of consumers in the country. For instance, Catalina Crunch offers cereals that accommodate the dietary needs of diabetic people. The growing popularity of breakfast cereals propels the demand for wheat bran in the country. Apart from this, the increasing production of animal feed in the country has contributed to the growth of wheat bran in the country.

### North America Wheat Bran Offal Market Company Profiles

Some of the key players operating in the market include Grain Millers, Inc.; Ardent Mills; Bunge Global SA; American International Foods Inc; Limagrains Ingredients SAS; Siemer Milling Company; King Milling Company; Sunimpex; Nisshin Seifun Group Inc; Florist; Wings Impex; Sudzucker AG; STAR OF THE WEST; Hindustan Animal Feeds; and Wilmar International Ltd, among others. These players are adopting various strategies such as expansion, product innovation, and mergers and acquisitions to provide innovative products to their consumers and increase their market share.

### North America Wheat Bran Offal Market Research Methodology :

The following methodology has been followed for the collection and analysis of data

presented in this report:

**Secondary Research** The research process begins with comprehensive secondary research, utilizing both internal and external sources to gather qualitative and quantitative data for each market. Commonly referenced secondary research sources include, but are not limited to:

Company websites , annual reports, financial statements, broker analyses, and investor presentations. Industry trade journals and other relevant publications. Government documents , statistical databases, and market reports. News articles , press releases, and webcasts specific to companies operating in the market. Note: All financial data included in the Company Profiles section has been standardized to USD. For companies reporting in other currencies, figures have been converted to USD using the relevant exchange rates for the corresponding year.

**Primary Research** The Insight Partners' conducts a significant number of primary interviews each year with industry stakeholders and experts to validate its data analysis, and gain valuable insights. These research interviews are designed to:

Validate and refine findings from secondary research. Enhance the expertise and market understanding of the analysis team. Gain insights into market size, trends, growth patterns, competitive dynamics, and future prospects. Primary research is conducted via email interactions and telephone interviews, encompassing various markets, categories, segments, and sub-segments across different regions. Participants typically include:

Industry stakeholders : Vice Presidents, business development managers, market intelligence managers, and national sales managers  
External experts : Valuation specialists, research analysts, and key opinion leaders with industry-specific expertise

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America wheat bran offal market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the North America wheat bran offal market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the North America wheat bran offal market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

## Companies

Grain Millers, Inc.

Ardent Mills

Bunge Global SA

American International Foods Inc

Limagrain Ingredients SAS

Siemer Milling Company

King Milling Company

Sunimpex

Nisshin Seifun Group Inc

Florist

Wings Impex

Sudzucker AG

STAR OF THE WEST

Hindustan Animal Feeds

Wilmar International Ltd

## Contents

### **1. INTRODUCTION**

- 1.1 Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macro-economic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country level data:

### **4. NORTH AMERICA WHEAT BRAN OFFAL MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Material Suppliers
  - 4.3.2 Manufacturing Process
  - 4.3.3 Distributors/Suppliers
  - 4.3.4 End-Use Industries

### **5. NORTH AMERICA WHEAT BRAN OFFAL MARKET - KEY MARKET DYNAMICS**

## 5.1 Market Drivers

5.1.1 Increasing Use of Wheat Bran in Animal Feed

5.1.2 Growing Awareness of the Health Benefits of Wheat Bran

## 5.2 Market Restraints

5.2.1 Increasing Demand for Gluten-Free Food Products

## 5.3 Market Opportunities

5.3.1 Rising Preference for Organic Wheat Bran

## 5.4 Future Trends

5.4.1 Rising Popularity of Prebiotic Functional Food

## 5.5 Impact of Drivers and Restraints:

# 6. WHEAT BRAN OFFAL MARKET - NORTH AMERICA ANALYSIS

6.1 North America Wheat Bran Offal Market Revenue (US\$ Million), 2021-2031

6.2 North America Wheat Bran Offal Market Forecast Analysis

# 7. NORTH AMERICA WHEAT BRAN OFFAL MARKET ANALYSIS - BY FORM

## 7.1 Flour or Meal

7.1.1 Overview

7.1.2 Flour or Meal: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## 7.2 Flakes

7.2.1 Overview

7.2.2 Flakes: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## 7.3 Pellets

7.3.1 Overview

7.3.2 Pellets: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

# 8. NORTH AMERICA WHEAT BRAN OFFAL MARKET ANALYSIS - BY CATEGORY

## 8.1 Organic

8.1.1 Overview

8.1.2 Organic: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## 8.2 Conventional

8.2.1 Overview

8.2.2 Conventional: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## **9. NORTH AMERICA WHEAT BRAN OFFAL MARKET ANALYSIS - BY APPLICATION**

### 9.1 Animal Feed

#### 9.1.1 Overview

9.1.2 Animal Feed: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

### 9.2 Breakfast Cereals

#### 9.2.1 Overview

9.2.2 Breakfast Cereals: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

### 9.3 Nutritional Bars

#### 9.3.1 Overview

9.3.2 Nutritional Bars: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

### 9.4 Beverages

#### 9.4.1 Overview

9.4.2 Beverages: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

### 9.5 Baked Goods

#### 9.5.1 Overview

9.5.2 Baked Goods: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

### 9.6 Others

#### 9.6.1 Overview

9.6.2 Others: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## **10. NORTH AMERICA WHEAT BRAN OFFAL MARKET - COUNTRY ANALYSIS**

### 10.1 North America

10.1.1 North America Wheat Bran Offal Market - Revenue and Forecast Analysis - by Country

10.1.1.1 North America Wheat Bran Offal Market - Revenue and Forecast Analysis - by Country

10.1.1.2 United States: North America Wheat Bran Offal Market - Revenue and

Forecast, 2021-2031 (US\$ Million)

10.1.1.2.1 United States: North America Wheat Bran Offal Market Share - by Form

10.1.1.2.2 United States: North America Wheat Bran Offal Market Share - by

Category

10.1.1.2.3 United States: North America Wheat Bran Offal Market Share - by

Application

10.1.1.3 Canada: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.1.1.3.1 Canada: North America Wheat Bran Offal Market Share - by Form

10.1.1.3.2 Canada: North America Wheat Bran Offal Market Share - by Category

10.1.1.3.3 Canada: North America Wheat Bran Offal Market Share - by Application

10.1.1.4 Mexico: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.1.1.4.1 Mexico: North America Wheat Bran Offal Market Share - by Form

10.1.1.4.2 Mexico: North America Wheat Bran Offal Market Share - by Category

10.1.1.4.3 Mexico: North America Wheat Bran Offal Market Share - by Application

## **11. COMPETITIVE LANDSCAPE**

11.1 Heat Map Analysis

11.2 Company Positioning & Concentration

## **12. INDUSTRY LANDSCAPE**

12.1 Overview

12.2 Collaboration

12.3 Expansions

12.4 New Launch

12.5 Mergers & Acquisitions

12.6 Company News

## **13. COMPANY PROFILES**

13.1 Grain Millers, Inc.

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

- 13.1.6 Key Developments
- 13.2 Ardent Mills
  - 13.2.1 Key Facts
  - 13.2.2 Business Description
  - 13.2.3 Products and Services
  - 13.2.4 Financial Overview
  - 13.2.5 SWOT Analysis
  - 13.2.6 Key Developments
- 13.3 Bunge Global SA
  - 13.3.1 Key Facts
  - 13.3.2 Business Description
  - 13.3.3 Products and Services
  - 13.3.4 Financial Overview
  - 13.3.5 SWOT Analysis
  - 13.3.6 Key Developments
- 13.4 American International Foods Inc
  - 13.4.1 Key Facts
  - 13.4.2 Business Description
  - 13.4.3 Products and Services
  - 13.4.4 Financial Overview
  - 13.4.5 SWOT Analysis
  - 13.4.6 Key Developments
- 13.5 Limagrains Ingredients SAS
  - 13.5.1 Key Facts
  - 13.5.2 Business Description
  - 13.5.3 Products and Services
  - 13.5.4 Financial Overview
  - 13.5.5 SWOT Analysis
  - 13.5.6 Key Developments
- 13.6 Siemer Milling Company
  - 13.6.1 Key Facts
  - 13.6.2 Business Description
  - 13.6.3 Products and Services
  - 13.6.4 Financial Overview
  - 13.6.5 SWOT Analysis
  - 13.6.6 Key Developments
- 13.7 King Milling Company
  - 13.7.1 Key Facts
  - 13.7.2 Business Description

- 13.7.3 Products and Services
- 13.7.4 Financial Overview
- 13.7.5 SWOT Analysis
- 13.7.6 Key Developments
- 13.8 Sunimpex
  - 13.8.1 Key Facts
  - 13.8.2 Business Description
  - 13.8.3 Products and Services
  - 13.8.4 Financial Overview
  - 13.8.5 SWOT Analysis
  - 13.8.6 Key Developments
- 13.9 Nisshin Seifun Group Inc
  - 13.9.1 Key Facts
  - 13.9.2 Business Description
  - 13.9.3 Products and Services
  - 13.9.4 Financial Overview
  - 13.9.5 SWOT Analysis
  - 13.9.6 Key Developments
- 13.10 Florist
  - 13.10.1 Key Facts
  - 13.10.2 Business Description
  - 13.10.3 Products and Services
  - 13.10.4 Financial Overview
  - 13.10.5 SWOT Analysis
  - 13.10.6 Key Developments
- 13.11 Wings Impex
  - 13.11.1 Key Facts
  - 13.11.2 Business Description
  - 13.11.3 Products and Services
  - 13.11.4 Financial Overview
  - 13.11.5 SWOT Analysis
  - 13.11.6 Key Developments
- 13.12 Sudzucker AG
  - 13.12.1 Key Facts
  - 13.12.2 Business Description
  - 13.12.3 Products and Services
  - 13.12.4 Financial Overview
  - 13.12.5 SWOT Analysis
  - 13.12.6 Key Developments

### 13.13 STAR OF THE WEST

13.13.1 Key Facts

13.13.2 Business Description

13.13.3 Products and Services

13.13.4 Financial Overview

13.13.5 SWOT Analysis

13.13.6 Key Developments

### 13.14 Hindustan Animal Feeds

13.14.1 Key Facts

13.14.2 Business Description

13.14.3 Products and Services

13.14.4 Financial Overview

13.14.5 SWOT Analysis

13.14.6 Key Developments

### 13.15 Wilmar International Ltd

13.15.1 Key Facts

13.15.2 Business Description

13.15.3 Products and Services

13.15.4 Financial Overview

13.15.5 SWOT Analysis

13.15.6 Key Developments

## 14. APPENDIX

### 14.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. North America Wheat Bran Offal Market Segmentation

Table 2. North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Table 3. North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 4. North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 5. North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Application

Table 6. North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Country

Table 7. United States: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Form

Table 8. United States: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Category

Table 9. United States: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 10. Canada: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Form

Table 11. Canada: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Category

Table 12. Canada: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 13. Mexico: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Form

Table 14. Mexico: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Category

Table 15. Mexico: North America Wheat Bran Offal Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

## List Of Figures

### LIST OF FIGURES

- Figure 1. North America Wheat Bran Offal Market Segmentation - Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem: Wheat Bran/Offal Market
- Figure 4. North America Wheat Bran Offal Market - Key Market Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. North America Wheat Bran Offal Market Revenue (US\$ Million), 2021-2031
- Figure 7. North America Wheat Bran Offal Market Share (%) - by Form (2023 and 2031)
- Figure 8. Flour or Meal: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 9. Flakes: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 10. Pellets: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 11. North America Wheat Bran Offal Market Share (%) - by Category (2023 and 2031)
- Figure 12. Organic: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 13. Conventional: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 14. North America Wheat Bran Offal Market Share (%) - by Application (2023 and 2031)
- Figure 15. Animal Feed: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 16. Breakfast Cereals: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 17. Nutritional Bars: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 18. Beverages: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 19. Baked Goods: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 20. Others: North America Wheat Bran Offal Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 21. North America Wheat Bran Offal Market Breakdown, by Key Countries, 2023 and 2031 (%)
- Figure 22. United States: North America Wheat Bran Offal Market - Revenue and

Forecast, 2021- 2031 (US\$ Million)

Figure 23. Canada: North America Wheat Bran Offal Market - Revenue and Forecast, 2021- 2031 (US\$ Million)

Figure 24. Mexico: North America Wheat Bran Offal Market - Revenue and Forecast, 2021- 2031 (US\$ Million)

Figure 25. Heat Map Analysis

Figure 26. Company Positioning & Concentration

## I would like to order

Product name: North America Wheat Bran Offal Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

Product link: <https://marketpublishers.com/r/N5FF506FD339EN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N5FF506FD339EN.html>