

Wheat Bran/Offal Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Form (Flour/M Meal, Flakes, and Pellets), Category (Organic and Conventional), Application (Animal Feed, Breakfast Cereals, Nutritional Bars, Beverages, Baked Goods, and Others), and Geography

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Abstracts

The wheat bran/offal market size is projected to reach US\$ 33.59 billion by 2031 from US\$ 23.90 billion in 2023. The market is expected to register a CAGR of 4.3% during 2023–2031.

Wheat bran is recognized as a rich source of prebiotic dietary fiber. Prebiotics are essential for promoting gut health by stimulating the growth of beneficial gut bacteria, which play a critical role in digestion, immunity, and overall well-being. Wheat bran contains arabinoxylans, a type of dietary fiber that acts as a potent prebiotic, fostering a healthy gut microbiome. With increasing consumer awareness about the link between gut health and overall health, there is a growing demand for functional food products that offer prebiotic benefits, positioning wheat bran as an ideal ingredient in cereals, snacks, and supplement formulations to support digestive health.

The rising popularity of clean-label, plant-based, and naturally derived ingredients in functional foods has surged the demand for wheat bran. As wheat bran aligns with these preferences, its incorporation into prebiotic-rich products is gaining traction among health-conscious consumers. In addition, the global focus on the prevention of healthcare and managing chronic conditions such as obesity, diabetes, and heart disease has amplified interest in fiber-rich, gut-friendly food. As food manufacturers

innovate with new functional products to meet the demand for prebiotic solutions, the demand for wheat bran is propelling. Thus, the rising popularity of prebiotic functional food is expected to bring new trends to the wheat bran/offal market in the coming years.

In terms of application, the market is segmented into animal feed, breakfast cereals, nutritional bars, beverages, baked goods, and others. The animal feed segment held the largest wheat bran/offal market share in 2023. The demand for wheat bran is increasing in the animal feed industry owing to its high nutritional value, cost-effectiveness, and widespread availability. Wheat bran is an excellent source of dietary fiber, energy, and essential nutrients such as protein, vitamins, and minerals, making it an ideal component for livestock, poultry, and aquaculture feed. Its inclusion improves digestive health and enhances feed efficiency, particularly for ruminants such as cattle and sheep. As the global demand for meat and dairy products grows, the need for high-quality, affordable feed ingredients such as wheat bran is also rising. In addition, the versatility of wheat bran as a feed additive and its role in supporting sustainable agriculture practices further drive its popularity in the industry.

Some of the key players operating in the wheat bran/offal market are 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; Flourist; Wings Impex; S?dzucker AG; STAR OF THE WEST; Hindustan Animal Feeds; and Wilmar International Ltd among others. Players operating in the wheat bran/offal market focus on providing innovative and healthy products at affordable prices to fulfill customer demand.

The overall wheat bran/offal market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the wheat bran/offal market.

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