

# **Oat Bran Market Size, Share, and Outlook, 2025 Report- By Type (Coarse, Medium, Fine, Micro-Ground, Others), Application (Bread, Nutrition Bars, Cereals, Cookies, Meats, Animal Feed, Others), Product (Organic, Gluten-Free, Conventional), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Grocery Stores, Online), Packaging (18 oz Bag, 40 oz Bag, 4 to 18 oz Bags, 4 to 40 oz Bags, 25 lb Bag), and Companies, 2021-2032**

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## **Abstracts**

### **Oat Bran Market Outlook**

The global Oat Bran market is expected to register a growth rate of 5.6% during the forecast period from \$8.3 Billion in 2024 to \$12.8 Billion in 2032. The Oat Bran market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Oat Bran segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Coarse, Medium, Fine, Micro-Ground, Others), Application (Bread, Nutrition Bars, Cereals, Cookies, Meats, Animal Feed, Others), Product (Organic, Gluten-Free, Conventional), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Grocery Stores, Online), Packaging (18 oz Bag, 40 oz Bag, 4 to 18 oz Bags, 4 to 40 oz Bags, 25 lb Bag). Over 70 tables and charts

showcase findings from our latest survey report on Oat Bran markets.

## Oat Bran Market Insights, 2025

The oat bran market is expanding steadily as consumers seek fiber-rich, heart-healthy food ingredients. Oat bran is recognized for its high beta-glucan content, which supports cholesterol reduction and digestive health, making it popular in functional foods and breakfast cereals. Rising interest in whole grains and plant-based diets supports demand across diverse consumer groups. The market benefits from applications beyond human consumption, including animal feed and food fortification. Manufacturers focus on clean-label, non-GMO, and gluten-free certifications to cater to health-conscious buyers and those with dietary restrictions. The growing awareness of oats' benefits as part of a balanced diet is reinforced by endorsements from nutrition and heart health organizations. Additionally, oat bran's versatility as an ingredient in baked goods, smoothies, and snacks boosts its market penetration. Supply chain improvements and sustainable farming practices further strengthen market prospects.

## Five Trends that will define global Oat Bran market in 2025 and Beyond

A closer look at the multi-million global market for Oat Bran identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Oat Bran companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

## What are the biggest opportunities for growth in the Oat Bran industry?

The Oat Bran sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Oat Bran Market Segment Insights

The Oat Bran industry presents strong offers across categories. The analytical report offers forecasts of Oat Bran industry performance across segments and countries. Key

segments in the industry include By Type (Coarse, Medium, Fine, Micro-Ground, Others), Application (Bread, Nutrition Bars, Cereals, Cookies, Meats, Animal Feed, Others), Product (Organic, Gluten-Free, Conventional), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Grocery Stores, Online), Packaging (18 oz Bag, 40 oz Bag, 4 to 18 oz Bags, 4 to 40 oz Bags, 25 lb Bag). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Oat Bran market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Oat Bran industry ecosystem. It assists decision-makers in evaluating global Oat Bran market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Oat Bran industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Oat Bran Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

## The State of Europe Oat Bran Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Oat Bran with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Oat Bran market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Oat Bran market Insights Executives are most excited about opportunities for the US Oat Bran industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Oat Bran companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Oat Bran market.

Latin American Oat Bran market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

## Middle East and Africa Oat Bran Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Oat Bran

markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Oat Bran markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Oat Bran companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Bob's Red Mill Natural Foods Inc., Grain Millers, Inc., Mornflake Ltd., NOW Foods, Inc., Hodgson Mill, Inc., E. Flahavan and Sons Limited, Nestlé S.A., Bagrrys India Limited, Aussee Oats Milling Pvt. Ltd, Richardson International Limited, Glucanova AB.

## Oat Bran Market Scope

### Leading Segments

#### By Type

Coarse

Medium

Fine

Micro-Ground

Others

#### By Application

Bread

Nutrition Bars

Cereals

Cookies

Meats

Animal Feed

Others

By Product

Organic

Gluten-Free

Conventional

By Distribution Channels

Supermarkets and Hypermarkets

Convenience Stores

Grocery Stores

Online

By Packaging

18 oz Bag

40 oz Bag

4 to 18 oz Bags

4 to 40 oz Bags

25 lb Bag

Leading Companies

Bob's Red Mill Natural Foods Inc.

Grain Millers, Inc.

Mornflake Ltd.

NOW Foods, Inc.

Hodgson Mill, Inc.

E. Flahavan and Sons Limited

Nestlé S.A.

Bagrrys India Limited

Aussee Oats Milling Pvt. Ltd

Richardson International Limited

Glucanova AB

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

## Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

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  - Grocery Stores
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By Packaging

**18 OZ BAG**

**40 OZ BAG**

**4 TO 18 OZ BAGS**

**4 TO 40 OZ BAGS**

**25 LB BAG**

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Mornflake Ltd.

NOW Foods, Inc.

Hodgson Mill, Inc.

E. Flahavan and Sons Limited

Nestl? S.A.

Bagrrys India Limited

Aussee Oats Milling Pvt. Ltd

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