

# **Oat Groats Market Size, Share, and Outlook, 2025 Report- By Type (Organic Oat Groats, Steel Cut Oats, Others), Application (Human Food, Animal Feed), Distribution Channel (Hypermarkets and Supermarkets, Specialty Retailers, Convenience Stores, Independent Retailers, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Oat Groats Market Outlook**

The global Oat Groats market is expected to register a growth rate of 6.6% during the forecast period from \$1.4 Billion in 2024 to \$2.3 Billion in 2032. The Oat Groats 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 Groats segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Organic Oat Groats, Steel Cut Oats, Others), Application (Human Food, Animal Feed), Distribution Channel (Hypermarkets and Supermarkets, Specialty Retailers, Convenience Stores, Independent Retailers, Others). Over 70 tables and charts showcase findings from our latest survey report on Oat Groats markets.

### **Oat Groats Market Insights, 2025**

The Oat Groats Market is gaining traction in 2025 as whole-grain consumption becomes a central focus of health-driven eating patterns across global markets. Oat groats, the

minimally processed form of oats, retain the bran and germ, making them a nutrient-rich source of complex carbohydrates, protein, and dietary fiber. Rising demand for clean-label, whole-food ingredients in cereals, breakfast bowls, pilafs, and soups is fueling adoption. Their appeal among wellness-focused consumers, particularly those adhering to plant-based, high-fiber, and heart-healthy diets, is elevating their presence in both retail and foodservice channels. With growing awareness of glycemic control and digestive health, oat groats are emerging as a preferred base grain. Enhanced processing, such as quick-cooking and pre-steamed groats, is also improving convenience and expanding household use.

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

A closer look at the multi-million global market for Oat Groats identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Oat Groats 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 Groats industry?

The Oat Groats 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 Groats Market Segment Insights

The Oat Groats industry presents strong offers across categories. The analytical report offers forecasts of Oat Groats industry performance across segments and countries. Key segments in the industry include By Type (Organic Oat Groats, Steel Cut Oats, Others), Application (Human Food, Animal Feed), Distribution Channel (Hypermarkets and Supermarkets, Specialty Retailers, Convenience Stores, Independent Retailers, Others). 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 Groats 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 Groats industry ecosystem. It assists decision-makers in evaluating global Oat Groats market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

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

### Asia Pacific Oat Groats 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 Groats 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 Groats 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 Groats market drivers and

opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Oat Groats 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 Groats market.

Latin American Oat Groats 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 Groats 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 Groats 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 Groats markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Oat Groats 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., The Gluten-Free Prairie, LLC, Hodgson Mill, Inc., Country Life Natural Foods, Inc., Arrowhead Mills, Inc, The Quaker Oats Company, Richardson Milling Limited, To Your Health Sprouted Flour Co., LLC, NuNaturals, Inc.

## Oat Groats Market Scope

### Leading Segments

#### By Type

Organic Oat Groats

Steel Cut Oats

Others

#### By Application

Human Food

Animal Feed

#### By Distribution Channel

Hypermarkets and Supermarkets

Specialty Retailers

Convenience Stores

Independent Retailers

Others

## Leading Companies

Bob's Red Mill Natural Foods, Inc.

Grain Millers, Inc.

The Gluten-Free Prairie, LLC

Hodgson Mill, Inc.

Country Life Natural Foods, Inc.

Arrowhead Mills, Inc

The Quaker Oats Company

Richardson Milling Limited

To Your Health Sprouted Flour Co., LLC

NuNaturals, Inc.

## 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.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Oat Groats Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Oat Groats Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL OAT GROATS MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Oat Groats Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. OAT GROATS MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

### By Type

Organic Oat Groats

Steel Cut Oats

Others

### By Application

Human Food

Animal Feed

### By Distribution Channel

Hypermarkets and Supermarkets

Specialty Retailers

Convenience Stores

Independent Retailers

Others

## **6. GLOBAL OAT GROATS MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

## **6. NORTH AMERICA OAT GROATS MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024

## 6.2 North America Oat Groats Market Trends and Growth Opportunities

6.2.1 North America Oat Groats Market Outlook by Type

6.2.2 North America Oat Groats Market Outlook by Application

## 6.3 North America Oat Groats Market Outlook by Country

6.3.1 The US Oat Groats Market Outlook, 2021- 2032

6.3.2 Canada Oat Groats Market Outlook, 2021- 2032

6.3.3 Mexico Oat Groats Market Outlook, 2021- 2032

## 7. EUROPE OAT GROATS MARKET SIZE OUTLOOK

### 7.1 Key Market Statistics, 2024

### 7.2 Europe Oat Groats Market Trends and Growth Opportunities

7.2.1 Europe Oat Groats Market Outlook by Type

7.2.2 Europe Oat Groats Market Outlook by Application

### 7.3 Europe Oat Groats Market Outlook by Country

7.3.2 Germany Oat Groats Market Outlook, 2021- 2032

7.3.3 France Oat Groats Market Outlook, 2021- 2032

7.3.4 The UK Oat Groats Market Outlook, 2021- 2032

7.3.5 Spain Oat Groats Market Outlook, 2021- 2032

7.3.6 Italy Oat Groats Market Outlook, 2021- 2032

7.3.7 Russia Oat Groats Market Outlook, 2021- 2032

7.3.8 Rest of Europe Oat Groats Market Outlook, 2021- 2032

## 8. ASIA PACIFIC OAT GROATS MARKET SIZE OUTLOOK

### 8.1 Key Market Statistics, 2024

### 8.2 Asia Pacific Oat Groats Market Trends and Growth Opportunities

8.2.1 Asia Pacific Oat Groats Market Outlook by Type

8.2.2 Asia Pacific Oat Groats Market Outlook by Application

### 8.3 Asia Pacific Oat Groats Market Outlook by Country

8.3.1 China Oat Groats Market Outlook, 2021- 2032

8.3.2 India Oat Groats Market Outlook, 2021- 2032

8.3.3 Japan Oat Groats Market Outlook, 2021- 2032

8.3.4 South Korea Oat Groats Market Outlook, 2021- 2032

8.3.5 Australia Oat Groats Market Outlook, 2021- 2032

8.3.6 South East Asia Oat Groats Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Oat Groats Market Outlook, 2021- 2032

## 9. SOUTH AMERICA OAT GROATS MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Oat Groats Market Trends and Growth Opportunities
  - 9.2.1 South America Oat Groats Market Outlook by Type
  - 9.2.2 South America Oat Groats Market Outlook by Application
- 9.3 South America Oat Groats Market Outlook by Country
  - 9.3.1 Brazil Oat Groats Market Outlook, 2021- 2032
  - 9.3.2 Argentina Oat Groats Market Outlook, 2021- 2032
  - 9.3.3 Rest of South and Central America Oat Groats Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA OAT GROATS MARKET SIZE OUTLOOK**

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Oat Groats Market Trends and Growth Opportunities
  - 10.2.1 Middle East and Africa Oat Groats Market Outlook by Type
  - 10.2.2 Middle East and Africa Oat Groats Market Outlook by Application
- 10.3 Middle East and Africa Oat Groats Market Outlook by Country
  - 10.3.1 Saudi Arabia Oat Groats Market Outlook, 2021- 2032
  - 10.3.2 The UAE Oat Groats Market Outlook, 2021- 2032
  - 10.3.3 Rest of Middle East Oat Groats Market Outlook, 2021- 2032
  - 10.3.4 South Africa Oat Groats Market Outlook, 2021- 2032
  - 10.3.5 Egypt Oat Groats Market Outlook, 2021- 2032
  - 10.3.6 Rest of Africa Oat Groats Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Bob's Red Mill Natural Foods, Inc.
  - Grain Millers, Inc.
  - The Gluten-Free Prairie, LLC
  - Hodgson Mill, Inc.
  - Country Life Natural Foods, Inc.
  - Arrowhead Mills, Inc
  - The Quaker Oats Company
  - Richardson Milling Limited
  - To Your Health Sprouted Flour Co., LLC
  - NuNaturals, Inc.
- 11.2 Overview
- 11.3 Products and Services

11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

## I would like to order

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