

Oat Milk Market Size, Share, and Outlook, 2025 Report- By Type (Pure Oat Milk, Mixed Oat Milk), Application (Food and Beverages, Residential, Others), Distribution Channel (Online, Offline), Packaging (Metal Cans, Glass Bottles, Others), Flavor (Chocolate, Vanilla, Strawberry, Unsweetened, Others), and Companies, 2021-2032

<https://marketpublishers.com/r/O17AACCB121EEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: O17AACCB121EEN

Abstracts

Oat Milk Market Outlook

The global Oat Milk market is expected to register a growth rate of 14.8% during the forecast period from \$3.2 Billion in 2024 to \$9.7 Billion in 2032. The Oat Milk 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 Milk segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Pure Oat Milk, Mixed Oat Milk), Application (Food and Beverages, Residential, Others), Distribution Channel (Online, Offline), Packaging (Metal Cans, Glass Bottles, Others), Flavor (Chocolate, Vanilla, Strawberry, Unsweetened, Others). Over 70 tables and charts showcase findings from our latest survey report on Oat Milk markets.

Oat Milk Market Insights, 2025

The oat milk market has surged globally, driven by increasing lactose intolerance, veganism, and environmental concerns related to dairy farming. Consumers are

attracted to oat milk's creamy texture, mild flavor, and superior sustainability profile compared to almond or soy milk, due to lower water and land usage. Product innovation includes fortified varieties enriched with calcium, vitamins D and B12, and protein to enhance nutritional appeal. The beverage's compatibility with coffee and culinary uses further boosts consumer adoption. Distribution channels range from supermarkets and cafes to health food stores and e-commerce platforms. Major players invest heavily in marketing campaigns emphasizing plant-based lifestyles and eco-friendliness. The market is also shaped by collaborations with coffee chains and foodservice providers. Expansion into emerging markets and ongoing product diversification with flavored and barista blends sustain growth momentum.

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

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

The Oat Milk 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 Milk Market Segment Insights

The Oat Milk industry presents strong offers across categories. The analytical report offers forecasts of Oat Milk industry performance across segments and countries. Key segments in the industry include By Type (Pure Oat Milk, Mixed Oat Milk), Application (Food and Beverages, Residential, Others), Distribution Channel (Online, Offline), Packaging (Metal Cans, Glass Bottles, Others), Flavor (Chocolate, Vanilla, Strawberry, Unsweetened, 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 Milk 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 Milk industry ecosystem. It assists decision-makers in evaluating global Oat Milk market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Oat Milk 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 Milk 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 Milk 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 Milk 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 Milk market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

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

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

Competitive Landscape How Oat Milk 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 Oatly AB, Alpro Comm. VA, Glebe Farm Foods Limited, Urban Platter Private Limited, Plenish Limited, Goodmylk Co., Bevy Pty Ltd, Only Earth Organics Pvt. Ltd., Nestl? S.A., Califia Farms, LLC, Banana Wave, LLC.

Oat Milk Market Scope

Leading Segments

By Type

Pure Oat Milk

Mixed Oat Milk

By Application

Food and Beverages

Residential

Others

By Distribution Channel

Online

Offline

By Packaging

Metal Cans

Glass Bottles

Others

By Flavours

Chocolate

Vanilla

Strawberry

Unsweetened

Others

Leading Companies

Oatly AB

Alpro Comm. VA

Glebe Farm Foods Limited

Urban Platter Private Limited

Plenish Limited

Goodmylk Co.

Bevry Pty Ltd

Only Earth Organics Pvt. Ltd.

Nestl? S.A.

Califia Farms, LLC

Banana Wave, LLC

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi 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.

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 - Glass Bottles
 - Others
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 - Strawberry
 - Unsweetened
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 - Plenish Limited

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Bevry Pty Ltd
Only Earth Organics Pvt. Ltd.
Nestlé S.A.
Califia Farms, LLC
Banana Wave, LLC
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