

Oatmeal Market Size, Share, and Outlook, 2025 Report- By Type (Oat Groats, Steel Cut Oats, Scottish Oats, Regular Rolled Oats, Quick Rolled Oats, Instant Oats, Others), Application (Health Care Food, Functional Food, Fast Food, Others), Distribution Channel (Supermarkets and Hypermarkets, Independent retailers and Specialty Stores, Convenience stores, Online), and Companies, 2021-2032

<https://marketpublishers.com/r/O8D3157D0FAAEN.html>

Date: June 2025

Pages: 185

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

ID: O8D3157D0FAAEN

Abstracts

Oatmeal Market Outlook

The global Oatmeal market is expected to register a growth rate of 6.8% during the forecast period from \$7.5 Billion in 2024 to \$12.7 Billion in 2032. The Oatmeal 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 Oatmeal segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Oat Groats, Steel Cut Oats, Scottish Oats, Regular Rolled Oats, Quick Rolled Oats, Instant Oats, Others), Application (Health Care Food, Functional Food, Fast Food, Others), Distribution Channel (Supermarkets and Hypermarkets, Independent retailers and Specialty Stores, Convenience stores, Online). Over 70 tables and charts showcase findings from our latest survey report on Oatmeal markets.

Oatmeal Market Insights, 2025

The oatmeal market in 2025 reflects broader shifts in breakfast habits, with consumers seeking convenience, nutrition, and customizability. Once viewed as a traditional morning staple, oatmeal has been successfully reimaged for modern lifestyles through formats like overnight oats, oat-based cups, and protein-enhanced mixes. Consumers now look for added functionality—such as fiber for gut health, superfoods like chia or flax, and plant-based protein—without compromising on taste. Oatmeal's clean label credentials, including its whole-grain profile and gluten-free compatibility, have made it a favorite among health-conscious eaters. The rise of plant-based diets and dairy-free living has further bolstered demand for oat-centric products. Innovative flavor profiles, personalized ingredient options, and eco-friendly packaging are helping brands maintain differentiation. Whether as a hearty breakfast or a mid-day fuel source, oatmeal has proven its staying power in a fast-changing food landscape.

Five Trends that will define global Oatmeal market in 2025 and Beyond

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

The Oatmeal 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.

Oatmeal Market Segment Insights

The Oatmeal industry presents strong offers across categories. The analytical report offers forecasts of Oatmeal industry performance across segments and countries. Key segments in the industry include By Type (Oat Groats, Steel Cut Oats, Scottish Oats, Regular Rolled Oats, Quick Rolled Oats, Instant Oats, Others), Application (Health Care Food, Functional Food, Fast Food, Others), Distribution Channel (Supermarkets and

Hypermarkets, Independent retailers and Specialty Stores, Convenience stores, Online). 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, Oatmeal 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 Oatmeal industry ecosystem. It assists decision-makers in evaluating global Oatmeal market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

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

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

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

Competitive Landscape How Oatmeal 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 General Mills, Inc., Kellogg Company, Nestlé S.A., The Quaker Oats Company, Weetabix Limited, Attune Foods, LLC, Avena Foods Limited, Blue Lake Milling Pty Ltd, Bob's Red Mill Natural Foods, Inc., Dr. McDougall's Right Foods Inc., Post Consumer Brands, Richardson International Limited, Sturms Foods, Inc, thinkThin, LLC.

Oatmeal Market Scope

Leading Segments

By Type

Oat Groats

Steel Cut Oats

Scottish Oats

Regular Rolled Oats

Quick Rolled Oats

Instant Oats

Others

By Application

Health Care Food

Functional Food

Fast Food

Others

By Distribution Channel

Supermarkets and Hypermarkets

Independent retailers and Specialty Stores

Convenience stores

Online

Leading Companies

General Mills, Inc.

Kellogg Company

Nestlé S.A.

The Quaker Oats Company

Weetabix Limited

Attune Foods, LLC

Avena Foods Limited

Blue Lake Milling Pty Ltd

Bob's Red Mill Natural Foods, Inc.

Dr. McDougall's Right Foods Inc.

Post Consumer Brands

Richardson International Limited

Sturm Foods, Inc

thinkThin, LLC

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 Oatmeal Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Oatmeal 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 OATMEAL 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 Oatmeal 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. OATMEAL 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
 - Oat Groats
 - Steel Cut Oats
 - Scottish Oats
 - Regular Rolled Oats
 - Quick Rolled Oats
 - Instant Oats
 - Others
- By Application
 - Health Care Food
 - Functional Food
 - Fast Food
 - Others
- By Distribution Channel
 - Supermarkets and Hypermarkets
 - Independent retailers and Specialty Stores
 - Convenience stores
 - Online

6. GLOBAL OATMEAL MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case

6.3 High Growth Scenario

6. NORTH AMERICA OATMEAL MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Oatmeal Market Trends and Growth Opportunities

6.2.1 North America Oatmeal Market Outlook by Type

6.2.2 North America Oatmeal Market Outlook by Application

6.3 North America Oatmeal Market Outlook by Country

6.3.1 The US Oatmeal Market Outlook, 2021- 2032

6.3.2 Canada Oatmeal Market Outlook, 2021- 2032

6.3.3 Mexico Oatmeal Market Outlook, 2021- 2032

7. EUROPE OATMEAL MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Oatmeal Market Trends and Growth Opportunities

7.2.1 Europe Oatmeal Market Outlook by Type

7.2.2 Europe Oatmeal Market Outlook by Application

7.3 Europe Oatmeal Market Outlook by Country

7.3.2 Germany Oatmeal Market Outlook, 2021- 2032

7.3.3 France Oatmeal Market Outlook, 2021- 2032

7.3.4 The UK Oatmeal Market Outlook, 2021- 2032

7.3.5 Spain Oatmeal Market Outlook, 2021- 2032

7.3.6 Italy Oatmeal Market Outlook, 2021- 2032

7.3.7 Russia Oatmeal Market Outlook, 2021- 2032

7.3.8 Rest of Europe Oatmeal Market Outlook, 2021- 2032

8. ASIA PACIFIC OATMEAL MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Oatmeal Market Trends and Growth Opportunities

8.2.1 Asia Pacific Oatmeal Market Outlook by Type

8.2.2 Asia Pacific Oatmeal Market Outlook by Application

8.3 Asia Pacific Oatmeal Market Outlook by Country

8.3.1 China Oatmeal Market Outlook, 2021- 2032

8.3.2 India Oatmeal Market Outlook, 2021- 2032

8.3.3 Japan Oatmeal Market Outlook, 2021- 2032

8.3.4 South Korea Oatmeal Market Outlook, 2021- 2032

- 8.3.5 Australia Oatmeal Market Outlook, 2021- 2032
- 8.3.6 South East Asia Oatmeal Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Oatmeal Market Outlook, 2021- 2032

9. SOUTH AMERICA OATMEAL MARKET SIZE OUTLOOK

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

10. MIDDLE EAST AND AFRICA OATMEAL MARKET SIZE OUTLOOK

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

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - General Mills, Inc.
 - Kellogg Company
 - Nestl? S.A.
 - The Quaker Oats Company
 - Weetabix Limited
 - Attune Foods, LLC
 - Avena Foods Limited

Blue Lake Milling Pty Ltd
Bob's Red Mill Natural Foods, Inc.
Dr. McDougall's Right Foods Inc.
Post Consumer Brands
Richardson International Limited
Sturm Foods, Inc
thinkThin, LLC
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

Product name: Oatmeal Market Size, Share, and Outlook, 2025 Report- By Type (Oat Groats, Steel Cut Oats, Scottish Oats, Regular Rolled Oats, Quick Rolled Oats, Instant Oats, Others), Application (Health Care Food, Functional Food, Fast Food, Others), Distribution Channel (Supermarkets and Hypermarkets, Independent retailers and Specialty Stores, Convenience stores, Online), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/O8D3157D0FAAEN.html>

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

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O8D3157D0FAAEN.html>