

Global Oatmeal Market Report and Forecast 2023-2028

Market Report | 2023-08-25 | 155 pages | EMR Inc.

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Report description:

Global Oatmeal Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global oatmeal market is projected to grow at a CAGR of 4.70% between 2023 and 2028. Aided by the escalating consumer inclination towards healthy eating habits and the diverse applications of oatmeal in a myriad of culinary dishes, the market is expected to USD 3.69 billion by 2028.

Oatmeal, sourced from the hulled oats grain, stands as a prominent member in the breakfast cereals family. It's not only celebrated for its sumptuous taste but also for its abundant health benefits. Rich in dietary fibre, especially beta-glucans, oatmeal has been associated with reducing cholesterol levels, stabilising blood sugar, and promoting gut health. Furthermore, it is a powerhouse of essential nutrients like manganese, phosphorus, magnesium, and iron.

The ever-expanding oatmeal market growth is significantly influenced by the growing consumer consciousness about health and wellness. As more and more individuals become privy to the detriments of processed foods and the boons of natural, whole foods, oatmeal has become a breakfast staple in many households. This is further fuelled by the increasing incidence of lifestyle diseases like obesity, diabetes, and cardiovascular ailments, where dietary intervention plays a pivotal role.

Adding to its culinary versatility, oatmeal finds itself as the star ingredient in a host of recipes, from the traditional porridge and overnight oats to baked goods like cookies and muffins. The innovation in flavours, such as apple-cinnamon, chocolate, or mixed berry, has made instant oatmeal packs a hit among the younger demographic, who seek both health and taste. In line with this, the increasing inclination of the population towards health and fitness is aiding the oatmeal market demand.

Furthermore, oatmeal's prowess extends beyond just the kitchen. The beauty and personal care sector is smitten by the exfoliating and moisturising attributes of oatmeal. Numerous skincare products, especially those targeting dry and sensitive skin, proudly enlist oatmeal as a key ingredient. Its soothing properties are revered in the formulation of lotions, face masks, and even soaps.

The advent of the 'clean eating' movement and the rise of veganism has further spotlighted oatmeal as not just a dietary essential but also a sustainable food choice which in turn has bolstered the oatmeal market share. Its low carbon and water footprint compared to many other cereals make it an environmentally conscious selection.

Market Segmentation

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The market can be divided based on type, distribution channel, and region.

Market Breakup by Type

- Whole Oat Groats
- Steel Cut Oats
- Scottish Oats
- Regular Rolled Oats
- Quick Rolled Oats
- Instant Oats
- Others

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Speciality Retailers
- Independent Retailers
- Convenience Stores
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global oatmeal market. Some of the major players explored in the report by Expert Market Research are as follows:

- Bagrry India Pvt. Ltd.
- Hamlyn's Of Scotland
- KELLOGG Company
- Nature's Path Foods, Inc
- Nestle S.A.
- Quaker Oats Company (PepsiCo, Inc.)
- Others

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