

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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Table of Contents:

- 1 Preface

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- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Oatmeal Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Oatmeal Historical Market (2018-2022)
 - 8.3 Global Oatmeal Market Forecast (2023-2028)
 - 8.4 Global Oatmeal Market by Type
 - 8.4.1 Whole Oat Groats
 - 8.4.1.1 Market Share
 - 8.4.1.2 Historical Trend (2018-2022)
 - 8.4.1.3 Forecast Trend (2023-2028)
 - 8.4.2 Steel Cut Oats
 - 8.4.2.1 Market Share
 - 8.4.2.2 Historical Trend (2018-2022)
 - 8.4.2.3 Forecast Trend (2023-2028)
 - 8.4.3 Scottish Oats
 - 8.4.3.1 Market Share
 - 8.4.3.2 Historical Trend (2018-2022)
 - 8.4.3.3 Forecast Trend (2023-2028)
 - 8.4.4 Regular Rolled Oats
 - 8.4.4.1 Market Share
 - 8.4.4.2 Historical Trend (2018-2022)
 - 8.4.4.3 Forecast Trend (2023-2028)
 - 8.4.5 Quick Rolled Oats
 - 8.4.5.1 Market Share
 - 8.4.5.2 Historical Trend (2018-2022)
 - 8.4.5.3 Forecast Trend (2023-2028)
 - 8.4.6 Instant Oats
 - 8.4.6.1 Market Share
 - 8.4.6.2 Historical Trend (2018-2022)
 - 8.4.6.3 Forecast Trend (2023-2028)
 - 8.4.7 Others

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8.5 Global Oatmeal Market by Distribution Channel

8.5.1 Hypermarkets and Supermarkets

8.5.1.1 Market Share

8.5.1.2 Historical Trend (2018-2022)

8.5.1.3 Forecast Trend (2023-2028)

8.5.2 Specialty Retailers

8.5.2.1 Market Share

8.5.2.2 Historical Trend (2018-2022)

8.5.2.3 Forecast Trend (2023-2028)

8.5.3 Independent Retailers

8.5.3.1 Market Share

8.5.3.2 Historical Trend (2018-2022)

8.5.3.3 Forecast Trend (2023-2028)

8.5.4 Convenience Stores

8.5.4.1 Market Share

8.5.4.2 Historical Trend (2018-2022)

8.5.4.3 Forecast Trend (2023-2028)

8.5.5 Others

8.6 Global Oatmeal Market by Region

8.6.1 North America

8.6.1.1 Market Share

8.6.1.2 Historical Trend (2018-2022)

8.6.1.3 Forecast Trend (2023-2028)

8.6.2 Europe

8.6.2.1 Market Share

8.6.2.2 Historical Trend (2018-2022)

8.6.2.3 Forecast Trend (2023-2028)

8.6.3 Asia Pacific

8.6.3.1 Market Share

8.6.3.2 Historical Trend (2018-2022)

8.6.3.3 Forecast Trend (2023-2028)

8.6.4 Latin America

8.6.4.1 Market Share

8.6.4.2 Historical Trend (2018-2022)

8.6.4.3 Forecast Trend (2023-2028)

8.6.5 Middle East and Africa

8.6.5.1 Market Share

8.6.5.2 Historical Trend (2018-2022)

8.6.5.3 Forecast Trend (2023-2028)

9 North America Oatmeal Market Analysis

9.1 United States of America

9.1.1 Market Share

9.1.2 Historical Trend (2018-2022)

9.1.3 Forecast Trend (2023-2028)

9.2 Canada

9.2.1 Market Share

9.2.2 Historical Trend (2018-2022)

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- 9.2.3 Forecast Trend (2023-2028)
- 10 Europe Oatmeal Market Analysis
 - 10.1 United Kingdom
 - 10.1.1 Market Share
 - 10.1.2 Historical Trend (2018-2022)
 - 10.1.3 Forecast Trend (2023-2028)
 - 10.2 Germany
 - 10.2.1 Market Share
 - 10.2.2 Historical Trend (2018-2022)
 - 10.2.3 Forecast Trend (2023-2028)
 - 10.3 France
 - 10.3.1 Market Share
 - 10.3.2 Historical Trend (2018-2022)
 - 10.3.3 Forecast Trend (2023-2028)
 - 10.4 Italy
 - 10.4.1 Market Share
 - 10.4.2 Historical Trend (2018-2022)
 - 10.4.3 Forecast Trend (2023-2028)
 - 10.5 Others
- 11 Asia Pacific Oatmeal Market Analysis
 - 11.1 China
 - 11.1.1 Market Share
 - 11.1.2 Historical Trend (2018-2022)
 - 11.1.3 Forecast Trend (2023-2028)
 - 11.2 Japan
 - 11.2.1 Market Share
 - 11.2.2 Historical Trend (2018-2022)
 - 11.2.3 Forecast Trend (2023-2028)
 - 11.3 India
 - 11.3.1 Market Share
 - 11.3.2 Historical Trend (2018-2022)
 - 11.3.3 Forecast Trend (2023-2028)
 - 11.4 ASEAN
 - 11.4.1 Market Share
 - 11.4.2 Historical Trend (2018-2022)
 - 11.4.3 Forecast Trend (2023-2028)
 - 11.5 Australia
 - 11.5.1 Market Share
 - 11.5.2 Historical Trend (2018-2022)
 - 11.5.3 Forecast Trend (2023-2028)
 - 11.6 Others
- 12 Latin America Oatmeal Market Analysis
 - 12.1 Brazil
 - 12.1.1 Market Share
 - 12.1.2 Historical Trend (2018-2022)
 - 12.1.3 Forecast Trend (2023-2028)
 - 12.2 Argentina

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- 12.2.1 Market Share
- 12.2.2 Historical Trend (2018-2022)
- 12.2.3 Forecast Trend (2023-2028)
- 12.3 Mexico
 - 12.3.1 Market Share
 - 12.3.2 Historical Trend (2018-2022)
 - 12.3.3 Forecast Trend (2023-2028)
- 12.4 Others
- 13 Middle East and Africa Oatmeal Market Analysis
 - 13.1 Saudi Arabia
 - 13.1.1 Market Share
 - 13.1.2 Historical Trend (2018-2022)
 - 13.1.3 Forecast Trend (2023-2028)
 - 13.2 United Arab Emirates
 - 13.2.1 Market Share
 - 13.2.2 Historical Trend (2018-2022)
 - 13.2.3 Forecast Trend (2023-2028)
 - 13.3 Nigeria
 - 13.3.1 Market Share
 - 13.3.2 Historical Trend (2018-2022)
 - 13.3.3 Forecast Trend (2023-2028)
 - 13.4 South Africa
 - 13.4.1 Market Share
 - 13.4.2 Historical Trend (2018-2022)
 - 13.4.3 Forecast Trend (2023-2028)
 - 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats
 - 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
 - 14.3 Key Indicators for Demand
 - 14.4 Key Indicators for Price
- 15 Value Chain Analysis
- 16 Trade Data Analysis (HS Code- 110412)
 - 16.1 Major Exporting Countries
 - 16.1.1 By Value
 - 16.1.2 By Volume
 - 16.2 Major Importing Countries
 - 16.2.1 By Value

- 16.2.2 By Volume
- 17 Price Analysis
- 18 Competitive Landscape
 - 18.1 Market Structure
 - 18.2 Company Profiles
 - 18.2.1 Bagrry India Pvt. Ltd.
 - 18.2.1.1 Company Overview
 - 18.2.1.2 Product Portfolio
 - 18.2.1.3 Demographic Reach and Achievements
 - 18.2.1.4 Certifications
 - 18.2.2 Hamlyn's Of Scotland
 - 18.2.2.1 Company Overview
 - 18.2.2.2 Product Portfolio
 - 18.2.2.3 Demographic Reach and Achievements
 - 18.2.2.4 Certifications
 - 18.2.3 KELLOGG Company
 - 18.2.3.1 Company Overview
 - 18.2.3.2 Product Portfolio
 - 18.2.3.3 Demographic Reach and Achievements
 - 18.2.3.4 Certifications
 - 18.2.4 Nature's Path Foods, Inc
 - 18.2.4.1 Company Overview
 - 18.2.4.2 Product Portfolio
 - 18.2.4.3 Demographic Reach and Achievements
 - 18.2.4.4 Certifications
 - 18.2.5 Nestle S.A.
 - 18.2.5.1 Company Overview
 - 18.2.5.2 Product Portfolio
 - 18.2.5.3 Demographic Reach and Achievements
 - 18.2.5.4 Certifications
 - 18.2.6 Quaker Oats Company (PepsiCo, Inc.)
 - 18.2.6.1 Company Overview
 - 18.2.6.2 Product Portfolio
 - 18.2.6.3 Demographic Reach and Achievements
 - 18.2.6.4 Certifications
 - 18.2.7 Others
- 19 Key Trends and Developments in the Market

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