

# Global Organic Cereals Market is expected to grow at a CAGR over 4.8% post 2022

*Organic cereals are food product prepared from various processed grains such as barley, nut, coconut, corn and others.*

PUNE, MAHARASHTRA, INDIA, April 21, 2017 /EINPresswire.com/ -- [Global Organic Cereals Market Information- Product Type \(cold cereals, granola, grits, muesli, oatmeal\), by Source \(barley, nut, corn, coconut, soy, rice and others\), by Form \(puffed, flaked, shredded, others\), by Flavors \(Orange, mango, chocolate, vanilla, strawberry and others\) and by Region Breakfast Cereals Market Forecast to 2022](#)

Organic cereals are food product prepared from various processed grains such as barley, nut, coconut, corn and others. Organic cereals are often consumed with milk, yogurt, fruit or nuts and are also associated with functional health benefits as these are fortified with vitamins and minerals. The market players are emphasizing on product innovation and new product development by introducing new flavors, tastes and texture to enhance the overall customer base.

Intensifying consumer health awareness is key factor for increasing demand for healthier cereals, growing preference for western dietary patterns, increasing popularity of convenience foods owing to minimal preparation time and changing lifestyle with public's desire to live a carefree lifestyle will drive [organic cereals market](#) during the period of 2016-2022. On the other hand, organic cereals are produced by the farmers through the use of natural fertilizers & pesticides and moreover usage of chemical pesticides and fertilizers are strictly avoided which in turn will accelerates the sales of organic cereals in the upcoming decade. Leading players are concentrating on introducing more varieties of organic cereals in the global market to match the changing consumption pattern of consumers.

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Cold cereals accounted maximum market proportion of the total organic cereals market in the year of 2016. This is attributed by the usage of the product in various application especially in the infant formula. However, oatmeal is also getting acceptance by the consumer due to minimize the several diseases such as blood pressure and diabetes, this segment will grow at a higher CAGR during forecasted period. In case of source, rice segment is estimated to account maximum market proportion by the end of 2017. Moreover, chocolate flavor is estimated to dominate the market in the year of 2017 and it is also further projected to retain its dominance throughout the forecast period. Key players are launching & promoting their product line on various e-commerce site so as to reach out to various consumers.

The major key players in Organic Cereals market are

- Kellogg Co. (U.S.)
- General Mills (U.S.)
- The Kroger Co
- Hain Celestial Group Inc. (U.S.)

- Organic India Pvt. Ltd. (India)
- EcoFarms (India) Ltd. (India)
- Cereal Partners Worldwide (CPW) (Switzerland)

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The global organic cereals market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these North American region has the significant market share because strong presence of Organic Cereals manufacturers in U.S. and Canada. Organic Cereals in U.S. and Canada have been significantly growing since last few years. Europe is also anticipated to witness decent growth over the forecast period due to the early adopter of new products and technology. Asia Pacific region is expected to grow tremendously during the forecast period. Moreover, the presence of various developing economies such as India, China and ASEAN countries are providing extra demand of the organic cereals product.

The organic cereals market is segmented under the following regions mentioned below:

#### North America

- US
- Canada
- Europe

#### Europe

- Germany
- France
- Italy
- Spain
- UK
- Rest of Europe

#### Asia-Pacific

- China
- India
- Australia
- Singapore
- Rest of Asia Pacific

#### Rest of the world

- Brazil
- Argentina
- Saudi Arabia
- South Africa
- Others

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