

Increasing Preference For A Healthy Lifestyle Boosts The Oats Market Demand

The Business Research Company's Oats Global Market Report 2022 – Market Size, Trends, And Global Forecast 2022-2026

LONDON, GREATER LONDON , UK, April 25, 2022 /EINPresswire.com/ -- Rising popularity and preference for healthy meals are contributing to the [oats market](#) growth. Healthy eating has become the norm with most consumers demanding foods and beverages to meet progressively nuanced health and wellness, ethics,

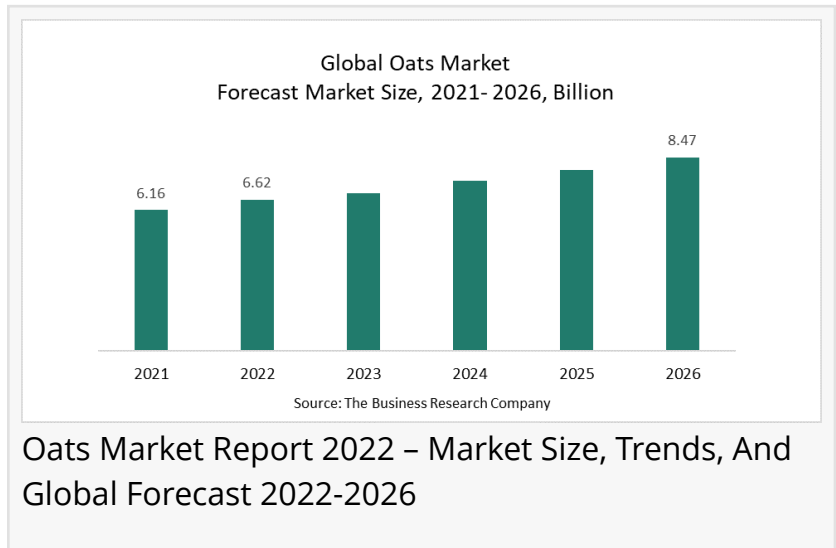
and sustainability criteria. Oatmeal is consumed widely as a healthy breakfast option owing to its health benefits and high nutritional value. Oatmeal offers several benefits including weight management, control blood sugar level, controls cholesterol level, and others. According to the International Food Information Council 2020 Food and Health Survey, 54% of all consumers and 63% of consumers over the age of 50 are concerned about the healthfulness of their food choices. Therefore, the rising popularity and preference for healthy meals are expected to fuel the growth of the oats market in the coming years.

The global oats market size is expected to grow from \$6.16 billion in 2021 to \$6.62 billion in 2022 at a compound annual growth rate (CAGR) of 7.4%. The global oat market share is expected to grow to \$8.47 billion in 2026 at a CAGR of 6.4%.

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<https://www.thebusinessresearchcompany.com/report/oats-global-market-report>

Product innovations are gaining significant popularity as one of the oats market trends. Major companies operating in the oats market are focused on developing innovative products to meet customer demand and strengthen their position. For instance, in June 2020, Gold&Green, a Finland-based food technology company launched 100% plant-based protein Pulled Oats. Pulled oats capitalize on the rising popularity of plant-based diet and attract vegans, vegetarians, pescatarians, flexitarians, and almost everyone attempting to eat less meat or looking for tasty



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and varied protein substitutes. Pulled oats have a unique fibrous texture that integrates flavors well and can be seasoned to taste.

In February 2020, Cedar's Foods, a US-based food company acquired Brekki for an undisclosed amount. Cedar's Foods benefits from the acquisition by expanding its product offering to include oats and combining the knowledge of Brekki's staff with its expertise. Brekki is a US-based company that offers dairy-free, ready-to-eat overnight oats.

Major players covered in the global oats industry are Blue Lake Milling, Bob's Red Mill Natural Foods, B&G Foods, The Kellogg Company, Avena Foods Limited, General Mills, Grain Millers, Quaker Oats Company, Nestlé S.A, Nature's Path Foods, Morning Foods, Weetabix Limited, Glanbia Plc, PepsiCo, Hain Celestial Group.

TBRC's global oats market report is segmented by type into whole, steel cut, Scottish, regular rolled, quick rolled, instant, others, by form into flakes, granules, flour, by application into bakery products, animal feeds, food ingredients, health care, cosmetic products, others, by distribution channel into hypermarkets, supermarkets, specialty retailers, convenience stores, independent retailers, others.

[Oats Global Market Report 2022](#) – By Type (Whole, Steel Cut, Scottish, Regular Rolled, Quick Rolled, Instant, Other Types), By Form (Flakes, Granules, Flour), By Application (Bakery Products, Animal Feeds, Food Ingredients, Health Care, Cosmetic Products, Other Applications), By Distribution Channel (Hypermarkets, Supermarkets, Specialty Retailers, Convenience Stores, Independent Retailers, Other Distribution Channels) – Market Size, Trends, And Global Forecast 2022-2026 is one of a series of new reports from The Business Research Company that provides a oats market overview, forecast oats market size and growth for the whole market, oats market segments, geographies, oats market trends, oats market drivers, restraints, leading competitors' revenues, profiles, and market shares.

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