

Oat Milk Market Share, Size, Price, Demand, Growth, Analysis, Research, Report, Forecast 2021-2026

Global Oat Milk Market To Be Driven By Factors Such As Rising Population With Lactose Intolerance In The Forecast Period Of 2021-2026

SHERIDAN, WYOMING, USA, January 5, 2023 /EINPresswire.com/ -- The new report by Expert Market Research titled, 'Global [Oat Milk Market Share, Size, Trend, Growth, Report and Forecast 2021-2026](#)', gives an in-depth analysis of the global oat milk market, assessing the market based on its segments like source, flavour, packaging, distribution channel and major regions.



The report tracks the latest trends in the industry and studies their impact on the overall market. It also assesses the market dynamics, covering the key demand and price indicators, along with analysing the market based on the SWOT and Porter's Five Forces models.

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The key highlights of the report include:

Market Overview (2016-2026)

Historical Market Size (2020): USD 408.8 million

Forecast CAGR (2021-2026): 4%

Forecast Market Size (2026): USD 877.7 million

Factors driving the worldwide oat milk business include an increase in the number of people with lactose intolerance and a shift in customer tastes toward immunity-boosting goods. Furthermore, the coronavirus outbreak has hastened the already-shifting preferences for

immunity-inducing products, resulting in oat milk's market expansion. Customers are progressively switching to nutrition-dense substitutes and low-calorie diets, which is motivating industry participants to find new solutions. The oat milk sector is gaining traction as a result of the rising demand for such products. Furthermore, rising consumer knowledge of the dietary benefits of oat milk, which has a high level of calcium and Vitamin B12, is boosting oat milk's market growth.

Industry Definition and Major Segments

Oat milk is a lactose-free, plant-based beverage with high iron, potassium, protein, calcium, and vitamin D content that is often used as a dairy milk substitute in tea, smoothies, coffee, and other health drinks.

Explore the full report with the table of contents@
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The oat milk industry is segmented on the basis of source into:

- Organic
- Conventional

The market, on the basis of flavour, is divided into:

- Plain
- Flavoured

By packaging form, the market is segregated into:

- Carton
- Bottle

Based on distribution channel, the industry is categorised into:

- Supermarket and Hypermarket
- Convenience Stores
- Online
- Others

The EMR report looks into the regional markets of oat milk like:

- North America
- Europe
- the Asia Pacific

Latin America
the Middle East and Africa

Market Trends

Growth in customer desire for flavour is driving the market for oat drinks. As a result, fresh and flavorful oat beverage products are becoming increasingly popular. This is intended to contribute to the growth of the oat milk business and the development of customer loyalty. As a result of these activities, a range of oat beverage options has been introduced. For example, due to its froth-forming qualities, the Barista version of oat beverages is gaining favour in the coffee business.

Customers can pick between sweetened and unsweetened oat drinks, depending on whether they have a sweet tooth or not. Oat drinks are frequently innovated and introduced in a range of flavours. Vanilla, blueberry, and chocolate are three new flavours that have recently been introduced. This is predicted to help increase sales and, as a result, market growth.

As veganism grows in popularity around the world, the industry is projected to grow even more. Vegans avoid dairy products since they are cruel to animals, so they look for alternatives on the market. Because it has a rich, neutral flavour and has a low environmental impact, oat milk is a superb dairy milk substitute. The aforementioned reasons are projected to promote market growth throughout the forecast period.

Key Market Players

The major players in the market are Califia Farms, LLC, Oatly AB, Danone SA, and Earth's Own Food Company Inc. The report covers the market shares, capacities, plant turnarounds, expansions, investments and mergers and acquisitions, among other latest developments of these market players.

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Eliana Grace

Expert Market Research

+1 415-325-5166

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