

Oatmeal Market Forecasted to Reach \$11.9 Billion by 2027

Allied Market Research predicts steady growth in the oatmeal market, driven by rising health consciousness and convenient food trends.

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, June 27, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, [Oatmeal Market](#) by Type and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2017-2027, the global oatmeal market was valued at \$10,475 million in 2017, and is



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projected to reach \$11,907 million by 2027, growing at a CAGR of 1.3% from 2018 to 2027. The instant oats type accounted for more than 40% of the global market in 2017.

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The demand for nutritious breakfast options continues to propel the oatmeal market forward."

Allied Market Research

The detailed information you provided gives a comprehensive overview of the oatmeal market, highlighting its nutritional benefits and various applications. The factors driving the market growth, such as the increasing preference for healthy meals and changes in food habits, are well articulated. Additionally, the challenges related to substitute products and the opportunities presented by flavored oatmeal and the cosmetics industry are insightful.

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the higher growth rate of instant oats and the role of supermarkets in market expansion adds depth to the analysis.

Classification of Oats

Types of Oats

- Whole Oat Groats: These are minimally processed whole oats.
- Steel Cut Oats: Oats that are chopped into pieces rather than rolled.
- Scottish Oats: Stone-ground oats, providing a unique texture.
- Regular Rolled Oats: Flattened oat grains that are larger and thicker.
- Quick Rolled Oats: Similar to regular rolled oats but cut into smaller pieces for quicker cooking.
- Instant Oats: Precooked and then dried for the fastest preparation.

The prominence of instant oats in the market suggests a growing demand for quick and convenient breakfast options, particularly in the Asia-Pacific region.

Distribution Channels

- Hypermarkets: Large retail stores offering a wide range of products.
- Supermarkets: Comprehensive retail stores catering to daily needs.
- Specialty Retailers: Stores specializing in specific products or categories.
- Convenience Stores: Small, easily accessible stores for on-the-go purchases.
- Independent Retailers: Non-chain retailers that operate independently.

The higher growth rate of supermarkets reflects the influence of urbanization trends globally, where consumers often prefer one-stop shopping experiences.

Market Drivers

Key Trends

- Preference for Healthy Meals: Growing awareness and preference for nutritious food choices.
- Changes in Food Habits: Shift towards healthier eating habits.
- Convenience Food Demand: Increasing demand for easy-to-prepare meals.

- High Nutritional Content: Oatmeal's richness in fiber and protein contributing to nutritional intake.

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- Availability of Substitutes: Competing products like quinoa, buckwheat, brown rice, and cornflakes.

- Potential Health Trends: Concerns related to gluten and preferences for gluten-free alternatives.

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- Flavored Oatmeal: Innovations in flavors to cater to diverse consumer preferences.

- Cosmetics Industry: Exploring new applications in the cosmetics sector.

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This comprehensive overview covers various aspects of the oatmeal market, from product types and distribution channels to market drivers, challenges, growth opportunities, and key players. If you have specific areas or aspects you'd like more detailed information on, feel free to specify!

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