

# Oatmeal Market Surpasses \$11 Billion by 2027, Reports Allied Market Research

Allied Market Research forecasts a CAGR of 1.3% for the oatmeal market, driven by increasing consumer demand for nutritious and convenient breakfast options.

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, July 2, 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 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.



Oatmeal Market

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Consumers are increasingly opting for healthy and quick breakfast choices, propelling the oatmeal market forward.”

*Allied Market Research*

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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.

The market segmentation based on types and distribution channels provides a clear understanding of the diverse product offerings and consumer access points. The emphasis on the higher growth rate of instant oats and the role of supermarkets in market expansion adds depth to the analysis.

#### Market Segmentation by Type

##### 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.

#### Consumer Trends

##### Key Consumer 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.

##### Market Challenges

- 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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Market Overview

Key Market Segments

- Flavored Oatmeal: Innovations in flavors to cater to diverse consumer preferences.
- Cosmetics Industry: Exploring new applications in the cosmetics sector.

Market Statistics

- Market Size (2023): \$100,000.0 million
- Market Size (2024): \$105,000.0 million
- Growth Rate (2023-2024): 5.0%

Market Drivers:

- Increasing health consciousness
- Rising demand for natural and organic products
- Growing awareness of oatmeal's nutritional benefits
- Expansion of distribution channels
- Innovation in product packaging
- Rising disposable income
- Growing geriatric population
- Increasing demand for convenience
- Rising awareness of oatmeal's health benefits
- Growing demand for premium products

Market Challenges

- Intense competition from established players
- Fluctuating raw material prices (e.g., oats)

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!

<https://www.alliedmarketresearch.com/checkout-final/dff2ddccff66a9e56ed6c7fcc99c61bc>

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