

# Global Whole Grain Foods Market Outlook 2025-2034: Growth Drivers, Share, And Trends

*The Business Research Company's Whole Grain Foods Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034*

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Whole Grain Foods Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034

What Is the Expected Growth Rate and Size of the Whole Grain Foods Market?

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The Business Research Company's latest report reveals that the [whole grain foods market size](#) has witnessed a strong growth in the recent years. It has surged from \$38.15 billion in 2024 to an estimated value of \$41.11 billion in 2025, experiencing a compound annual growth rate CAGR of 7.8%. This growth within the historic period can be attributed to factors such as rising health consciousness, increasing prevalence of chronic diseases, growing knowledge of dietary guidelines, and a rising demand for sustainable and natural foods.

What Is The Anticipated [Growth Of The Whole Grain Foods](#)

[Market Size?](#)

Moving forward, the next few years are likely to bring about significant growth within the whole grain foods market. It is expected to reach \$54.72 billion by 2029 at a CAGR of 7.4%. The forecast period's growth can be associated with a growing focus on fiber-rich diets, increasing demand for natural and minimally processed foods, and rising environmental and sustainability concerns. The expanded market growth is further influenced by the growing popularity of bakery products, leading to key trends such as the development of clean-label formulations and the

integration into ready-to-eat formats.

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What Is Driving the Growth of the Whole Grain Foods Market?

Also notable is the increased consumer preference for bakery products. This heightened demand is linked with the desire for more convenience, ready-to-eat snacks, and innovative, health-conscious options - all of which have been contributing factors to the whole grain food's market expansion. As such, bakery goods that are made from dough or batter - including bread, cakes, pastries, cookies, and other baked goods - have seen an increase in popularity.

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Who Are The [Key Players In The Whole Grain Foods Market](#)?

The key industry players maintaining a significant presence in the whole grain foods market include Cargill Incorporated, Nestlé S.A., PepsiCo Inc., Viterro Limited, The Kraft Heinz Company, Associated British Foods, General Mills Inc., Kellogg Company, Conagra Brands Inc., Campbell Soup Company, Post Holdings Inc, Barilla G. e R. Fratelli S.p.A., The Hain Celestial Group Inc, Warburtons Limited, Nature's Path Foods Inc., Bob's Red Mill Natural Foods Inc., Grain Millers, Hometown Food Company, Silver Hills Bakery, and Bluebird Grain Farms.

What Are The Emerging Trends In The Whole Grain Foods Market?

One emerging trend within the whole grain foods market is the development of innovative products, which is an area of focus for leading companies. This innovation included products such as grain bread rolls: bread portions made with whole or multi-grain flour that provide a healthier and fiber-rich alternative to traditional white bread.

How Is The Market For Whole Grain Foods Segmented?

The whole grain foods market has been categorized by product type - whole grain cereals, whole grain bread, whole grain snacks, whole grain pasta, and other product types. In addition, it is segmented by nature, source, distribution channel, and end consumer. Among the geographies covered in this report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

What Are The Regional Insights Of The Whole Grain Foods Market?

In terms of regional insights, North America was leading in the whole grain foods market in 2024. The forecast period, however, expects Asia-Pacific to emerge as the fastest-growing region.

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