**Title:**

# Oat-Based Cereals Market to Register Outstanding Growth Due to Fast-Paced Lifestyle :

**Keywords:**

Oat-based Cereals Market, Oat-based Cereals Market Size, Oat-based Cereals Market Share, Oat-based Cereals Market Analysis, Oat-based Cereals Market Revenue

**Description:**

# Oatmeal Market Size, Share & COVID-19 Impact Analysis, By Form (Conventional and Organic), Type (Quick/Instant Oatmeal, Steel Cut/Irish Oatmeal, Scottish Oatmeal, and Oat Flour), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Retail, and Others), and Regional Forecast, 2020 - 2027.

**Market Overview**

The Global [Oat-Based Cereals Market](https://www.marketresearchfuture.com/reports/oat-based-cereals-market-7361) is predicted to grow at a favorable CAGR over the forecast period (2018-2023), states the new Market Research Future (MRFR) report. Oats is an immensely popular breakfast choice. It is a species of cereal grain that is popular for its seeds. Oatmeal is prepared from oats which have been ground, milled, steel-cut, or rolled. A bowl of oatmeal is as delicious as it is nutritious as it is packed with nutrients.

This is a whole grain that is gluten-free and a rich source of antioxidants, fibers, minerals, and essential vitamins. The minerals and dietary fiber present in oats help prevent various dangerous conditions such as cancer, obesity, diabetes, and heart disease. Moreover, it also helps to improve skin and hair health. Oat-based cereals are in great demand as it has various micronutrients such as zinc, magnesium, vitamin B, and E.

**Competitive Landscape**

Leading players profiled in the oat-based cereals market report include Topco Associates LLC (US), Weetabix Ltd (UK), Back to Nature Foods Company, LLC (US), The Hain Celestial Group, Inc. (US), Hodgson Mill, Inc. (US), General Mills, Inc. (US), Nestlé S.A. (Switzerland), Kellogg Company (US), Post Consumer Brands, LLC (US), and PepsiCo, Inc. (US), among others. Key players are already adopting numerous strategies such as collaborations, partnerships, acquisitions and mergers, product launches and innovations, expansions, research and development, and more to strengthen their position in the market.

**Market Segmentation**

The MRFR report provides a complete segmental analysis of the oat-based cereals market on the basis of distribution channel, packaging type, category, and type.

Based on type, the oat-based cereals market is segmented into instant oats, flakes/bran, muesli/granola, and others. Of these, the flakes/bran segment will have the largest share in the market over the forecast period.

Based on category, the oat-based cereals market is segmented into conventional and organic. Of these, the conventional segment will dominate the market over the forecast period.

Based on packaging type, the oat-based cereals market is segmented into pouches, cartons, and others. Of these, the cartons segment will lead the market over the forecast period. This is owing to the fact that cartons offer easy transportation as well as storage.

Based on distribution channel, the oat-based cereals market is segmented into non-store based and store-based. The store-based segment is again segmented into supermarkets and hypermarkets, convenience stores, and others. Of these, the store-based segment will have the maximum share in the market over the forecast period. This is owing to easy availability, high product appeal on account of lucrative packaging, and strong vendor networks.

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**Regional Analysis**

By region, the oat-based cereals market report covers the latest trends and growth opportunities across the Asia Pacific, North America, Europe, and the Rest of the World. Of these, North America will dominate the market over the forecast period. This is owing to a large number of working and young population inclining towards convenience foods for nutrition, rising health concerns owing to unhealthy snacking, change in consumer preference towards healthy food, and preference for flavored and tasty food.

The oat-based cereals market in the APAC region is predicted to grow at the fastest pace over the forecast period. This is owing to the growing taste of consumers towards nutritional food and change in breakfast consumption patterns.

**NOTE: Our Team of Researchers are Studying Covid19 and its Impact on Various Industry Verticals and wherever required we will be considering Covid19 Footprints for Better Analysis of Market and Industries. Cordially get in Touch for More Details.**

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MRFR team have supreme objective to provide the optimum quality market research and intelligence services to our clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help to answer all their most important questions.

In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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