

Oat-Based Snacks Market Size & Share Analysis - Growth Trends and Forecast (2025 - 2030)

> **Industry:** Dairy, Snacks & Confectionery (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/oat-based-snacks-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	N/A
Projected Forecast (2031)	N/A
Growth Rate (CAGR)	4.74%
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Oat-Based Snacks industry] (images/chart_2.png)

! [Oat-Based Snacks Market Size] (images/chart_3.png)

! [Oat Based Snacks Market Research] (images/chart_4.png)

! [Oat Based Snacks Market Trends] (images/chart_5.png)

! [Oat-Based Snacks Market Concentration] (images/chart_6.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Study Period | 2019 - 2030 |
Forecast Data Period | 2025 - 2030 |
Historical Data Period | 2019 - 2023 |
CAGR | 4.74% |
Fastest Growing Market | North America |
Largest Market | North America |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

Market Overview Section

Oat-Based Snacks Market Analysis by Mordor IntelligenceThe Oat-Based Snacks Market is expected to register a CAGR of 4.74% during the forecast period.

* Oats are healthy but not very easy to consume as it is. Consumers associate the taste of oats to be bland and they need to be cooked. However, there is considerable consumer awareness about the nutritious properties of oats, and hence oat-based snacks can be an easy substitute for porridge owing to the high fiber and antioxidant content. They are a gluten-free whole grain and a great source of important vitamins and minerals too.

* Oats are extremely nutritious and have been made consumption-friendly in the form of numerous products that promote weight loss, lower blood sugar levels, and reduced risks of heart disease. Thus, the multiple health benefits offered by oats are expected to drive the market of oat-based snacks.

* Owing to the growing demand, the snack bar product type segment is forecasted to account for the maximum revenue share in the global oat-based snack market in 2018.

Market Trends Section Component 4

Global Oat-Based Snacks Market Trends and InsightsDemand for Functional Claim Carrying SnacksWith an inclination toward plant-based products and a vegan diet, there has also been a demand for nutritious snack bars. Some of the prominent consumer demands focus on organic, multigrain, and wholegrain snacks. Oat-based snacks thus evolved in the market due to their low production costs and compliance with these demands. For example, starting as homemade oat bars for the family as a mother-daughter tradition, Simply Delicious, Inc. emerged as an oat snack bar manufacturing company in 2003 with the business name Bobo's and has since then been achieving heights with its product offerings.

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Market Trends Section

The Global Oat Based Snack Market is Dominated by North AmericaThere has been a large segment of health-conscious consumers in the North American region, which is, consecutively generating the demand for healthy foods. Snack manufacturers in the region are successfully meeting the rising consumer demand for nutritious dietary snacks by innovating their products from time to time. Due to the high competition among the major players in North America, the manufacturers are launching healthier snacks to outstand in the market. Reprioritizing the products is the primary strategy to serve the diverse demands and strengthen the consumer base. For instance, PepsiCo, Inc. came up with Quaker, a brand that specializes in oat-based snacks including breakfast meals, snack bars, toasties, mini sandwiches and more.

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Industry Overview Section Component 6

Competitive LandscapeThe oat-based snack market is highly competitive in nature, with the prominent global players and various regional players. The market leaders have a wide distribution network and are also emphasizing on enlarging the product portfolio by keeping in mind the various requirements of the segment. General Mills Inc., Kellogg, Nairn's Oatcakes, PepsiCo, Inc., and Abbott Laboratories

es are some of the giants associated with the global market. The market also has the presence of various regional players but most of them are privately owned.

Segmentation Toc Component 10

Global Oat-Based Snacks Market Report ScopeThe global oat-based snack market is segmented by product type into snack bars, puffs, cookies, and crackers & toasties. Based on the distribution channel, the market can be classified into supermarkets/hypermarkets, convenience stores, specialty stores, online stores, and others. Furthermore, the market is segmented on the basis of geography.

By Product Type
Snack bars |
Puffs |
Cookies |
Crackers and Toasties |

Segmentation Accordion Item

Geography
North America | United States |
| Canada |
| Mexico |
| Rest of North America |
Europe | Spain |
| United Kingdom |
| Germany |
| France |
| Italy |
| Russia |
| Rest of Europe |
Asia Pacific | China |
| Japan |
| India |
| Australia |
| Rest of Asia-Pacific |
South America | Brazil |
| Argentina |
| Rest of South America |
Middle East and Africa | South Africa |
| Saudi Arabia |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is the current Oat-Based Snacks Market size?

The Oat-Based Snacks Market is projected to register a CAGR of 4.74% during the forecast period (2025-2030)

Who are the key players in Oat-Based Snacks Market?

General Mills Inc., Kellogg NA Co., Nairn's Oatcakes, PepsiCo, Inc. and Abbott Laboratories are the major companies operating in the Oat-Based Snacks Market.

Which is the fastest growing region in Oat-Based Snacks Market?

North America is estimated to grow at the highest CAGR over the forecast period (2025-2030).

Which region has the biggest share in Oat-Based Snacks Market?

In 2025, the North America accounts for the largest market share in Oat-Based Snacks Market.

What years does this Oat-Based Snacks Market cover?

The report covers the Oat-Based Snacks Market historical market size for years: 2019, 2020, 2021, 2022, 2023 and 2024. The report also forecasts the Oat-Based Snacks Market size for years: 2025, 2026, 2027, 2028, 2029 and 2030.