

# *White Oats Processing*

**Profitable Business**

**Opportunities in Oats**

**Based Products.**

**Oatmeal Production.**



# Introduction

Oats are a uniquely nutritious food as they contain an excellent lipid profile and high amounts of soluble fiber. However, an oat kernel is largely non-digestible and thus must be utilized in milled form to reap its nutritional benefits. Milling is made up of numerous steps, the most important being dehulling to expose the digestible groat, heat processing to inactivate enzymes that cause rancidity, and cutting, rolling or grinding to convert the groat into a product that can be used directly in oatmeal or can be used as a [food](#) ingredient in products such as bread, ready-to-eat breakfast cereals and snack bars. Oats can also be processed into oat bran and fiber to obtain high-fibrecontaining fractions that can be used in a variety of [food products](#).



Oatmeal is a type of coarse flour made of hulled oat grains (groats) that have either been milled (ground), steel-cut, or rolled. Ground oats are also called white oats. Steel-cut oats are known as coarse oatmeal, Irish oatmeal or pinhead oats. Rolled oats can be either thick or thin, and may be categorized as old-fashioned, quick, or "instant", depending on the cooking time, which is shortened by the size of the oats, precooking, and sometimes the addition of enzymes.



Oats are hardy annual grasses able to withstand poor soil conditions and are best adapted to areas with a cool, moist climate. Russia, the US, Finland, and Poland are the world's major oat-producing countries. The plant grows to about 61 to 91 cm in height with straight, hollow, blade-like leaves. The flowers, which contain 2 or 3 florets, are clustered at the top of the plant. Oat grain grows enclosed in 2 hulls that protect it during development. It contains 3 main structures the bran, endosperm, and the germ.



## Type of Products:-

- Flakes
- Flour
- Bran
- Whole Oat Groats
- Steel Cut Oats
- Scottish Oats
- Regular Rolled Oats
- Quick Rolled Oats
- Instant Oats



Oat flakes are the most popular product type since they are consistently gaining popularity as a breakfast cereal. Oats are grains from the cereal plant, *Avena Sativa*, and once harvested are processed for use in animal feed, skin products or food. For food use, oats are milled, steamed, heated and cooled in a kiln, which brings out the flavour. The oats are then rolled, cut or ground to produce flakes, oatmeal or flour.



## Uses

Oats and oatmeal are used primarily as a food source. Use in celiac disease is debated. Benefits in dermatology, high cholesterol, heart conditions, and diabetes remain controversial. Oat bran and whole oats are used for high blood pressure high cholesterol diabetes and digestion problems including irritable bowel syndrome (IBS), diverticulosis, inflammatory bowel disease (IBD), diarrhea, and constipation. They are also used for preventing heart disease, gallstones, colon cancer, and stomach cancer. Oats are most commonly used to lower cholesterol and reduce the risk of heart disease.

Oatmeal are cereal grains obtained from oat plant, commonly harvested for food, animal feed, and production of [skin care products](#). Consumed as a breakfast cereal, oatmeal is enjoyed with fruits and nuts. Rich in vitamin &



minerals, oatmeal comes with high in dietary fiber and low sodium content, to improve the nutritional intake of the body. Oatmeal contains starchy carbohydrates, which provide nutrition to the muscle and organs. The protein content of oatmeal is higher as compared to other cereals, which plays an important role in growth and tissue repair of the human body. Other health advantages of oatmeal include lower blood cholesterol and blood sugar, which help reduce the risk of heart diseases. Oatmeal is also used in production of variety of products, such as cakes, cookies, [energy bars](#), and desserts.

**Related Projects:** - [Cereal Processing \(Rice, Dal, Pulses, Oat, Wheat\)](#)





# Market Outlook

Oats are grains obtained from the Avena Sativa plant which belongs to the Poaceae family. They are consumed by humans in the form of oatmeal or rolled oats and are also used as an ingredient in [animal feed](#). Although with the availability of low-cost substitutes, along with changing farming practices, the usage of oats as a feed grain has significantly declined over the past few years. On the contrary, the consumption of oats as a breakfast cereal and an ingredient in baked goods has witnessed a boost due to the presence of a variety of nutrients including vitamin E, essential fatty acids, soluble fibers and antioxidants. Oats also contain beta glucan which is a lipid-lowering agent and lignan that not only lowers unhealthy cholesterol levels and prevents heart diseases but also reduces the chances of hormone-related cancers.

Increasing awareness about the health benefits offered by oats has boosted their inclusion in healthy breakfast foods and snacks like granola bars, muesli, oats [biscuits](#) and oatmeal. The market is also being driven by the substantial growth in retail chains and online platforms in confluence with the easy availability of premium oat-based products. Moreover, the fast-paced lifestyle led by the working population has catalyzed the demand for ready-to-eat oats products. Apart from this, manufacturers are constantly expanding their product portfolio by introducing oat-based beverages and [bakery products](#) in the market. Similarly, they are launching unique flavors of oats and oat-based products, such as mint, masala and orange.



Top ten oats producing countries are Russia, Canada, Poland, Finland, Australia, United States, Spain, United Kingdom, Sweden, and Germany. The global production of oats in 2013 was 20.73 million metric tons. The output by the five major producers accounted for 51% of the global output. The United States, Germany and Mexico are the major consumers and importers of oats globally; the United States accounts for more than half of the market demand. Nevertheless, in 2014-15, the countries of European Union emerged as the major consumers of oats, globally. Russia is the largest producer of the crop, though it supplies only for its domestic consumption. Canada and Finland are the main exporters with a combined share of 70%. However, countries like Czech Republic and Sweden have emerged as the fastest growing exporters during the last five years. In the holistic trade scenario, Canada dominates the global market and the United States is the major trade partner for Canadian oats.

Global oats yields have been growing continuously despite the decline in breeding activities in North America and the European region. Privately-financed breeding activities have been limited, while domestic breeding activities turned out economically sound in the European countries. Additionally, in many producing countries, the use of certified oat seeds is limited. Strong environmental variation affects the breeding of higher and more stable oat grain. The issues related to finance and higher number of field trials have been deterring the efforts of oats seed breeding. With the application of innovative seed breeding techniques, the oats seed industry can be developed further in comparison to other arable crops.



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.

By type, the market is bifurcated into whole oat groats, steel cut oats, Scottish oats, regular rolled oats, quick rolled oats, instant oats and others. The increase consumption of oats as a breakfast cereal in Asia-Pacific.

By distribution channel, the market is divided into hypermarket, supermarket, specialty retailers, convenience stores, independent retailers and others. Supermarket has the highest CAGR throughout the analysis period due to the rapid urbanization across the globe.



## Oat-Based Products:-

With changing lifestyles and the rising demands of consumers, companies are penetrating deeper into the oats market for the development of different types of oat products. Many companies are offering oat-based products such as granola bars, savorys and snacks, oat cakes, bread and [bakery products](#), oat-based drinks, and many other products. Also, the increasing awareness of the millennial population towards the negative impacts of food additives, chemicals, antibiotics, etc., on the health has led to the increasing demand for oat-based [food products](#).



## Applications:-

- Food use
- Feed use
- Household
- Commercial

Oats are extensively used in a wide variety of food products owing to their unique flavor and high nutritional value. Some of the common food products made from oats include porridge, bread, cookies, infant food and muesli.

**Related books:** - [Food Processing, Food Industry, Processed Food, Cereal Food,](#)

## Key Players

Quaker Oats, General Mills, Kellogg, Nestl, Calbee, Treehouse Foods, Morning Foods, Associated British Foods, Grain Millers, Weetabix, Seamild, Narins Oatcakes, Viz Branz, Bagrrys India, Bagrry's India Ltd.,





# Major Queries/Questions Answered in the Report?

1. What is White Oats Processing industry ?
2. How has the White Oats Processing industry performed so far and how will it perform in the coming years ?
3. What is the Project Feasibility of White Oats Processing Plant ?
4. What are the requirements of Working Capital for setting up White Oats Processing plant ?

- 5. What is the structure of the White Oats Processing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up White Oats Processing Business?**
- 7. What are the operating costs for setting up White Oats Processing plant ?**
- 8. What are the machinery and equipment requirements for setting up White Oats Processing plant ?**

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up White Oats Processing plant ?**
- 10. What are the requirements of raw material for setting up White Oats Processing plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up White Oats Processing Business?**
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- 14. What will be the income and expenditures for White Oats Processing Business?**
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- 17. What is the Built up Area Requirement and cost for setting up White Oats Processing Business?**

**18. What are the Personnel (Manpower) Requirements for setting up White Oats Processing Business?**

**19. What are Statistics of Import & Export for White Oats Processing ?**

**20. What is the time required to break-even of White Oats Processing Business?**

**21. What is the Break-Even Analysis of White Oats Processing plant?**

**22. What are the Project financials of White Oats Processing Business?**

- 23. What are the Profitability Ratios of White Oats Processing Project?**
- 24. What is the Sensitivity Analysis-Price/Volume of White Oats Processing plant?**
- 25. What are the Projected Pay-Back Period and IRR of White Oats Processing plant?**
- 26. What is the Process Flow Sheet Diagram of White Oats Processing project?**

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# Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

# Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

# **Scope of the Report**

**The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on White Oats Processing.” provides an insight into White Oats Processing market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of White Oats Processing project. The report assesses the market sizing and growth of the Indian White Oats Processing Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:**



- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the White Oats Processing sector in India along with its business prospects. Through this report we have identified White Oats Processing project as a lucrative investment avenue.**

# Tags

#whiteoats      #healthyfood      #oats      #nutrition      #FoodIndustry  
#agrobasedproducts      #agriculture      #projectreport      #DetailedProjectReport  
#businessconsultant      #businessfeasibilityreport      #BusinessPlan  
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## Reports:

### ▪ Detailed Project Reports

**NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.**

**Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.**





**And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:**

- **Good Present/Future Demand**
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**The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,**



**Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)**



# Contact us

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# Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



*We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.*



*We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.*



# What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*



## How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*



# Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

# Contact us

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