

# Global Oat Outlook

Oatinformation.com

International Oat Conference 2022

October 2022



- Growth
- Oats by the numbers
- Outlook & Challenges
- Key points



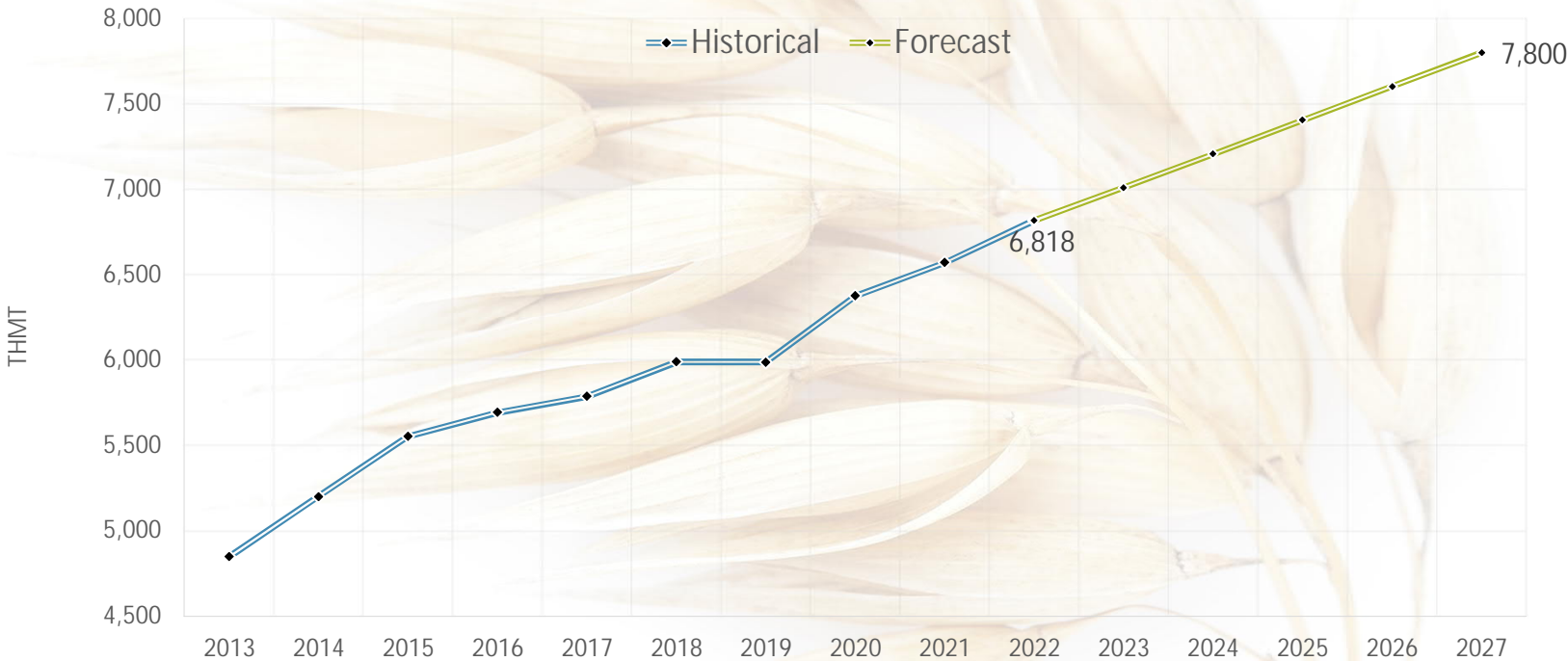


# The Oat Market is Booming

- Rising awareness by consumers of the benefits of oats.
- Rising and record oat demand; foods, beverages, alternative uses.
- Expanding global oat mill/processing capacity and utilization.
- Record global oat and oat product trade.
- It's all about growth!!!

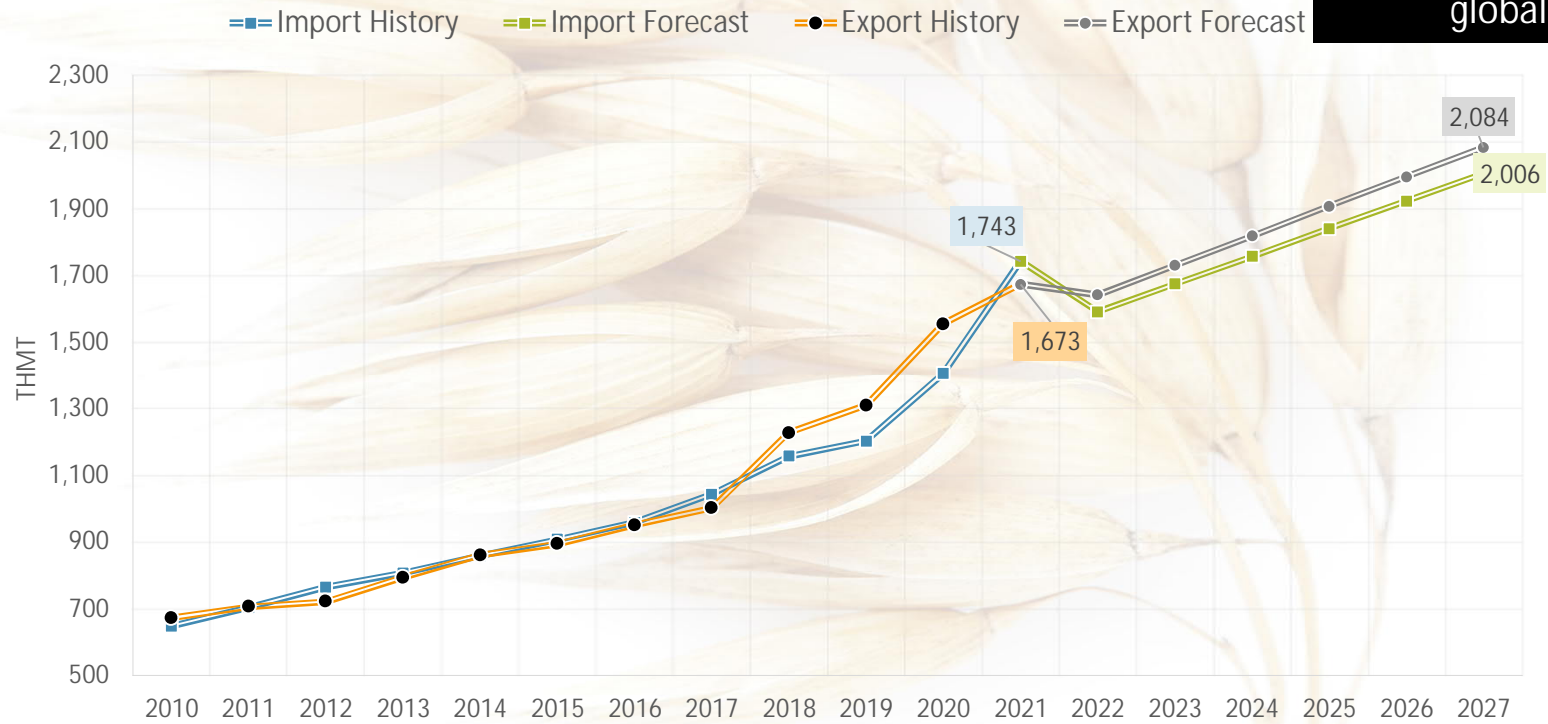
# Global Oat Milling

The forecast points to the need to build 1 MilMt of additional capacity by 2027

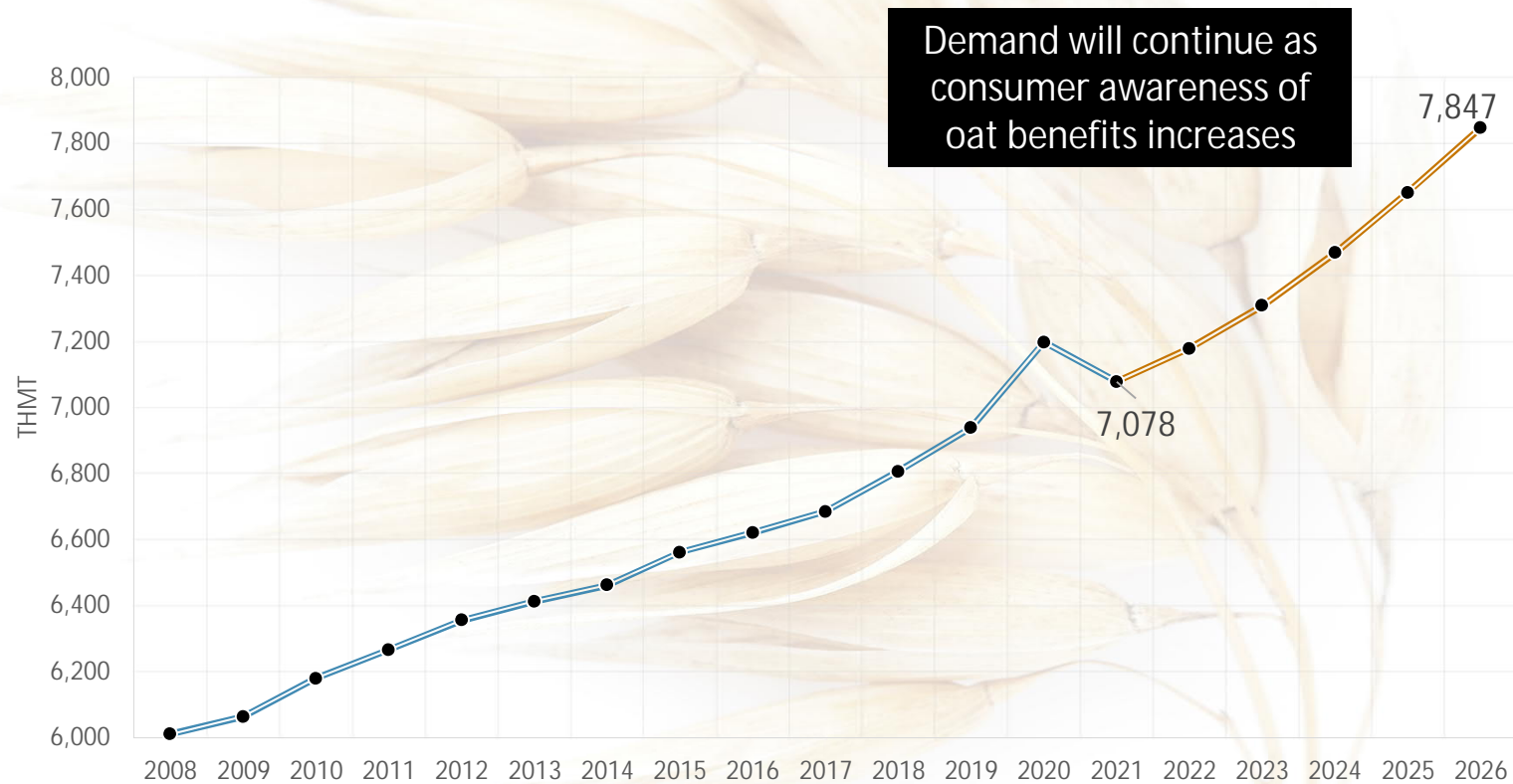


# Global Oat Product Trade

Emerging markets will continue to add to a higher percentage of global trade

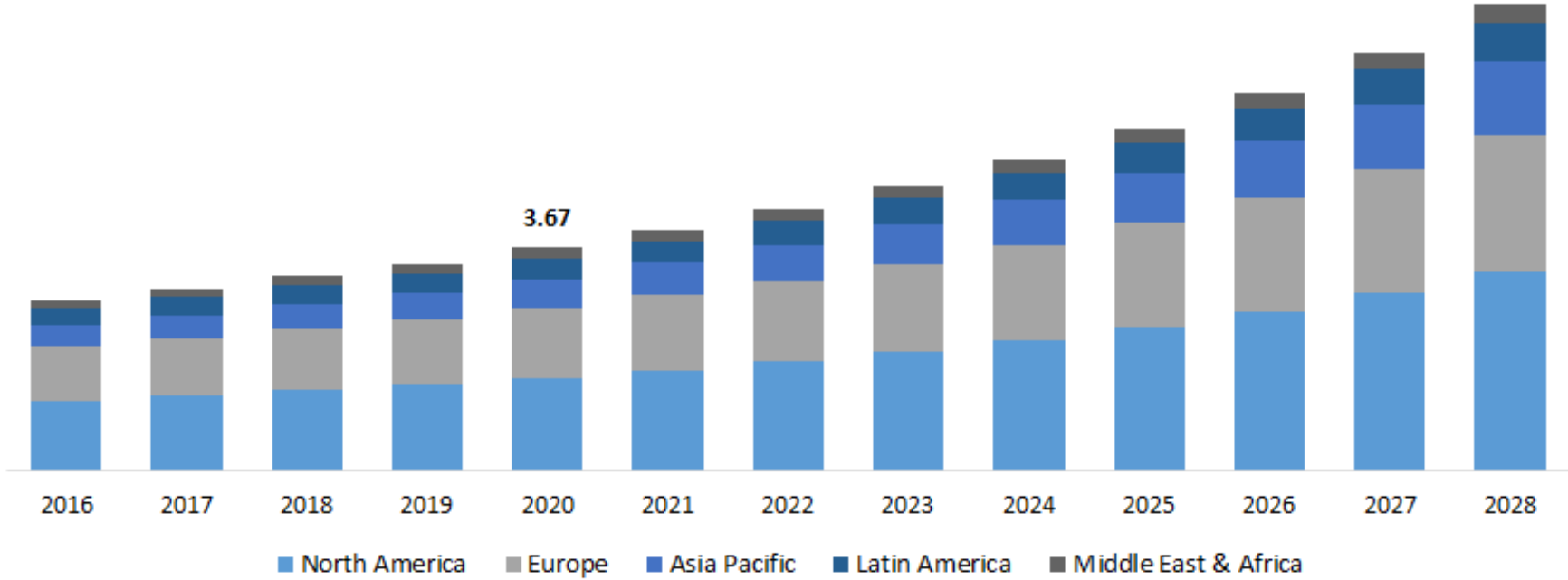


# Global Breakfast Cereal & Snack Bar Sales



Oat Milk Market Size, By Region, 2016 - 2028  
(USD Billion)

A game changer for the oat market



Source: Polaris Market Research Analysis

# What's Driving Oat Markets

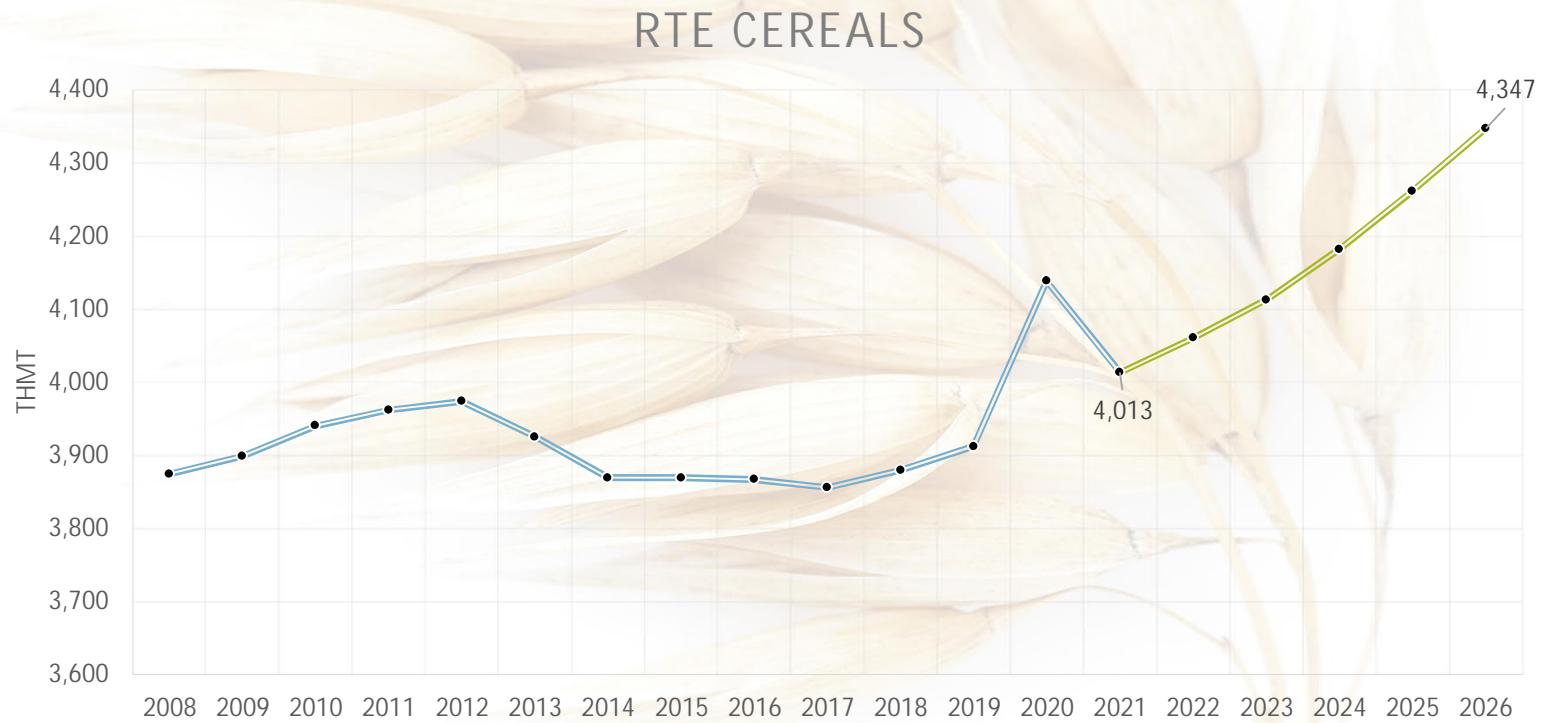




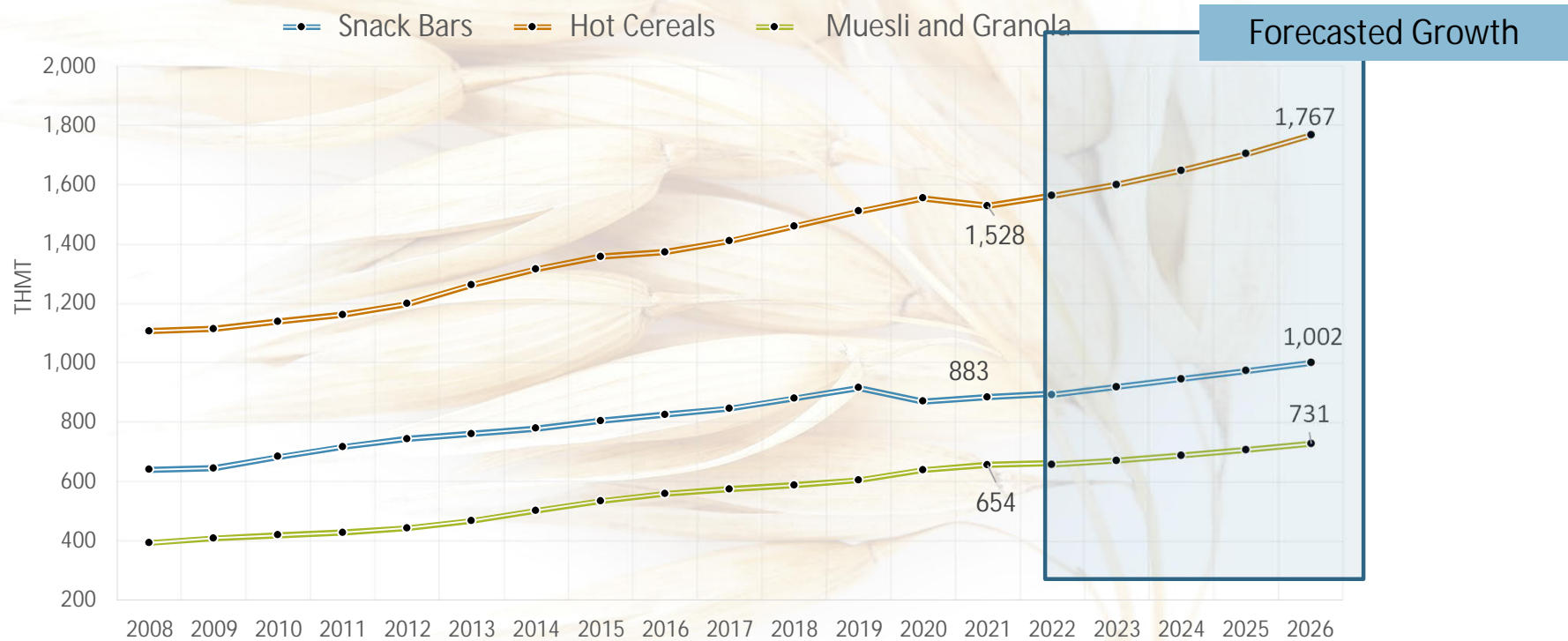
# Major Uses of Oats

Feed	Breakfast cereals	Snack Bars	Cakes, cookies, breads	Oat Milk/Beverages	Cosmetics	Oat Fractions
<ul style="list-style-type: none"><li>• Livestock</li><li>• Equine</li></ul>	<ul style="list-style-type: none"><li>• Ready To Eat (RTE)</li><li>• Hot Cereal</li><li>• Muesli/Granola</li></ul>					

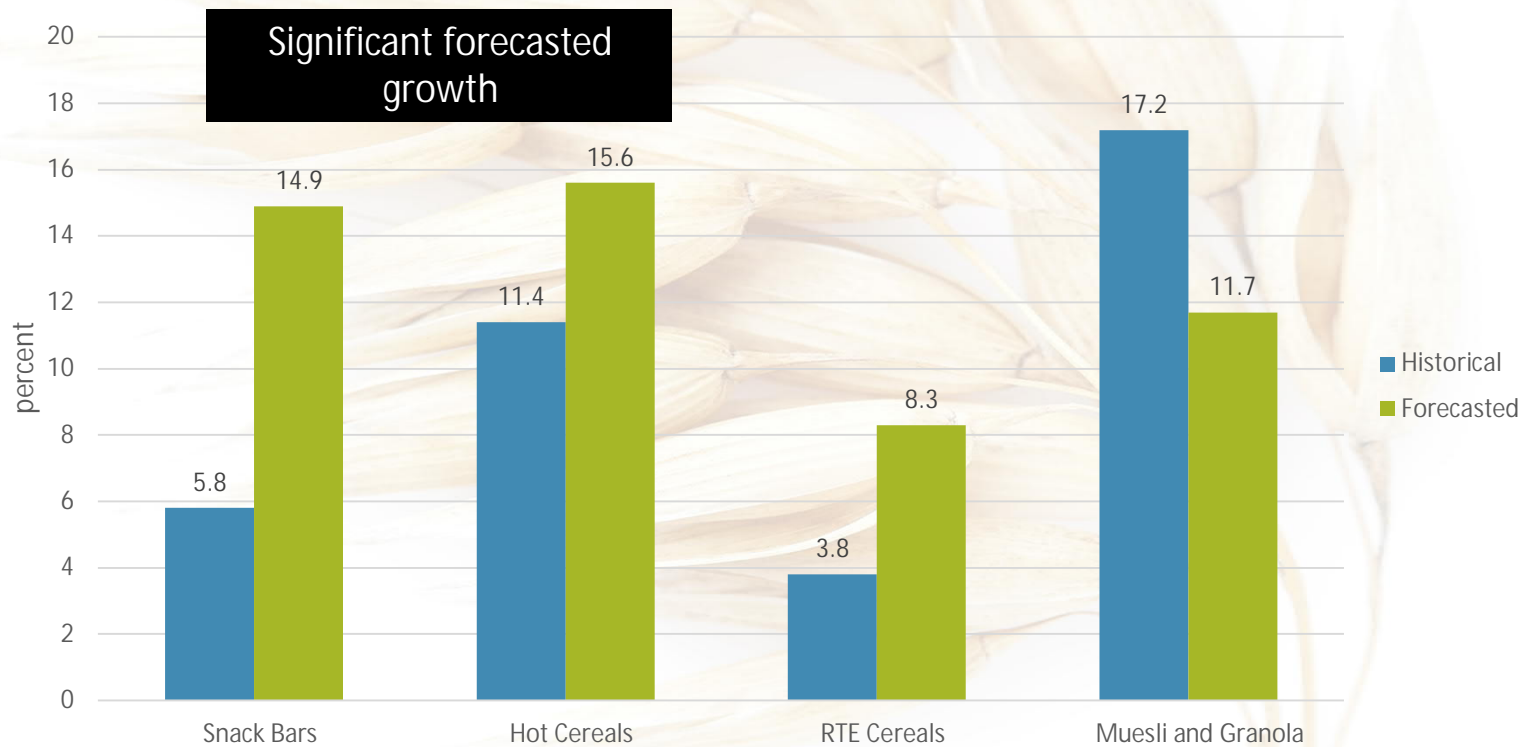
# Breakfast Cereal & Snack Bar Trade



# Breakfast Cereal & Snack Bar Trade

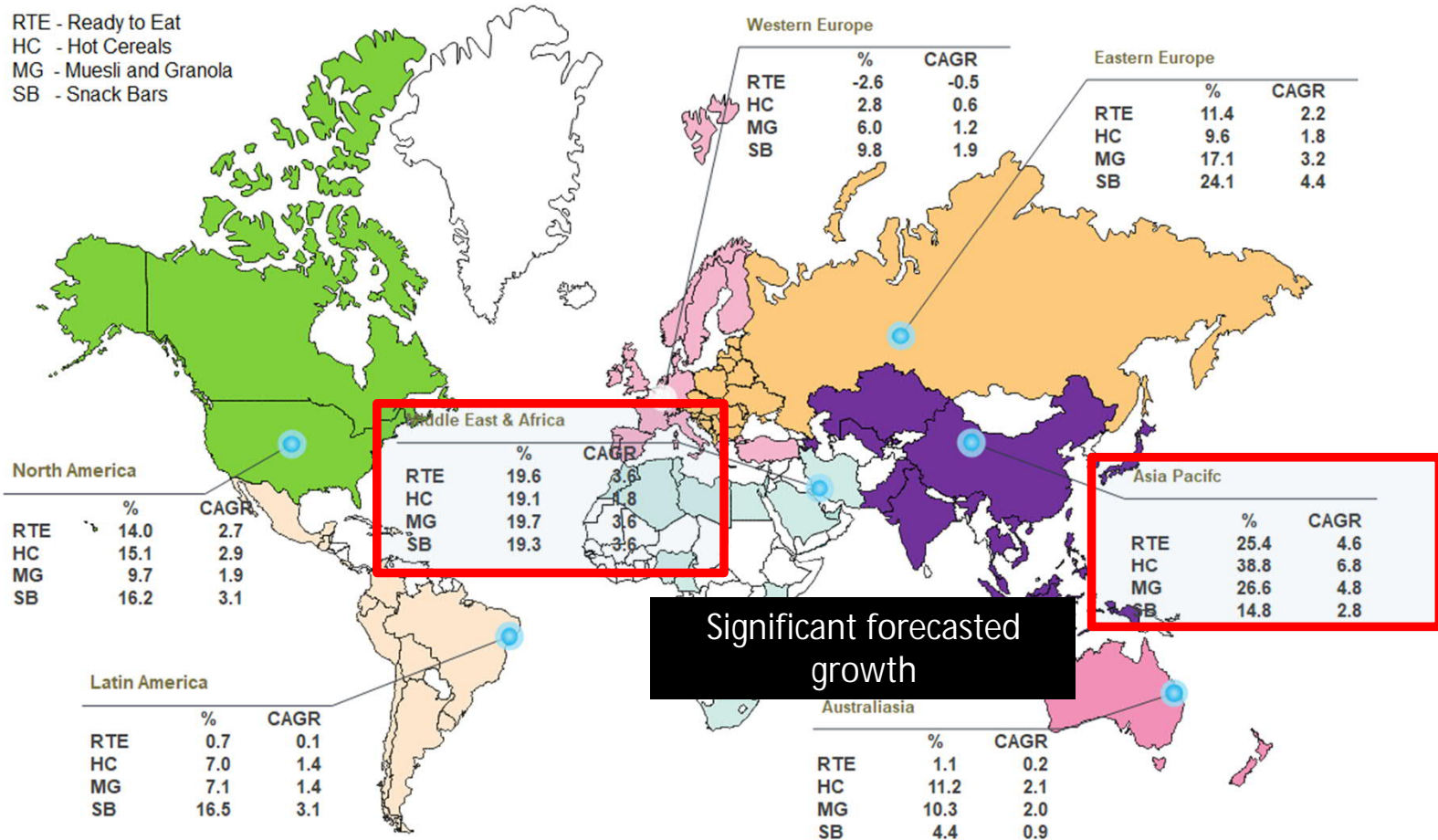


# Breakfast Cereal & Snack Bar Growth



## World Breakfast Cereal and Snack Bar Forecasted 5-Year Percent and CAGR Growth Euromonitor Forecasts for 2022-2027

RTE - Ready to Eat  
HC - Hot Cereals  
MG - Muesli and Granola  
SB - Snack Bars



Significant forecasted growth

# Oat Milk/Beverage

- The oat milk market is expected to grow from \$2.51 billion in 2021 to \$2.74 billion in 2022 at a compound annual growth rate (CAGR) of 9.4%.
- The global oat milk market size is expected to grow to \$3.70 billion in 2026 at a CAGR of 7.8%.
- The rise in the vegan population is expected to propel the growth of the oat milk market going forward.
- Oat Milk/beverage has been a game changer for oat markets globally.

## Six Major Global Oat Milling Industries

Percentages are based on global market share

### Canada

- 2nd largest global oat milling industry by country
- Largest oat & oat product exporter by country

### USA

- Largest global oat milling industry by country
- Largest oat product importer by country

### Chile

- 2nd largest global oat product exporter by country

### Europe

- Major countries; Germany, UK, Denmark, Belgium, Finland & Sweden
- 2nd largest oat product exporter by region
- 3rd & 5th largest oat product exporter by country, Germany and UK

### Russia

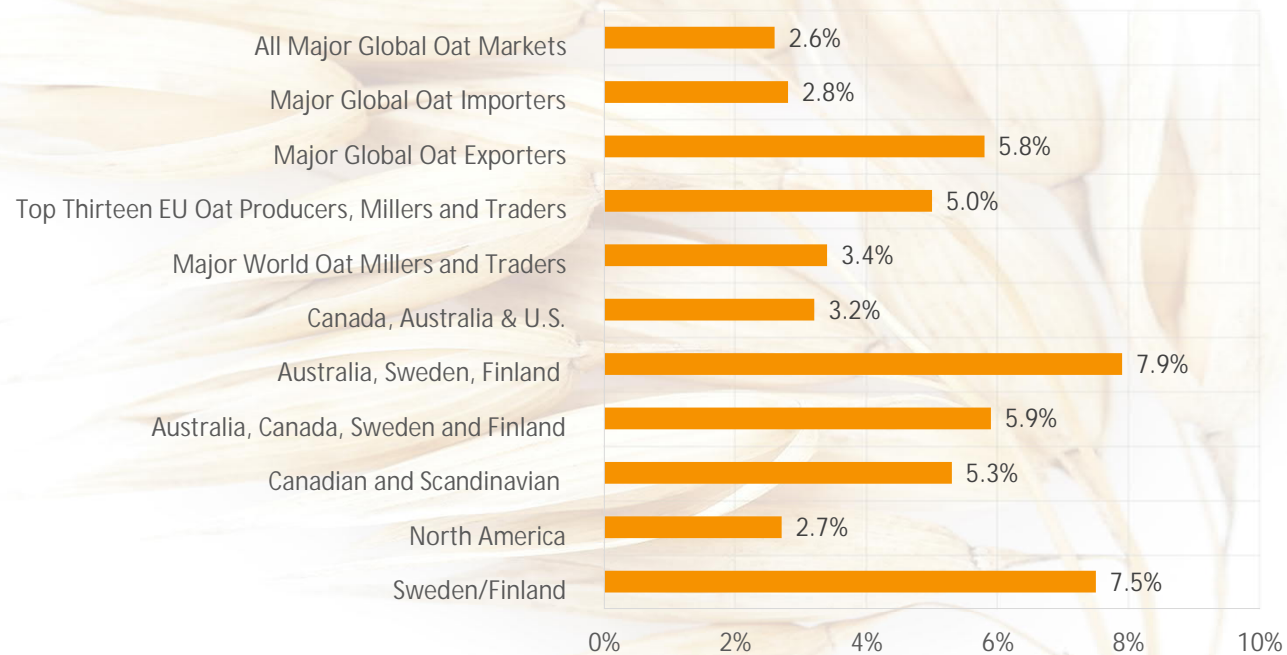
- 6th largest oat product exporter by country
- Largest global raw oat producer

### Australia

- 4th largest global oat product exporter by country

Significant forecasted growth in all six markets

# Global Oat Milling Growth by Majors - 5 Yr CAGR

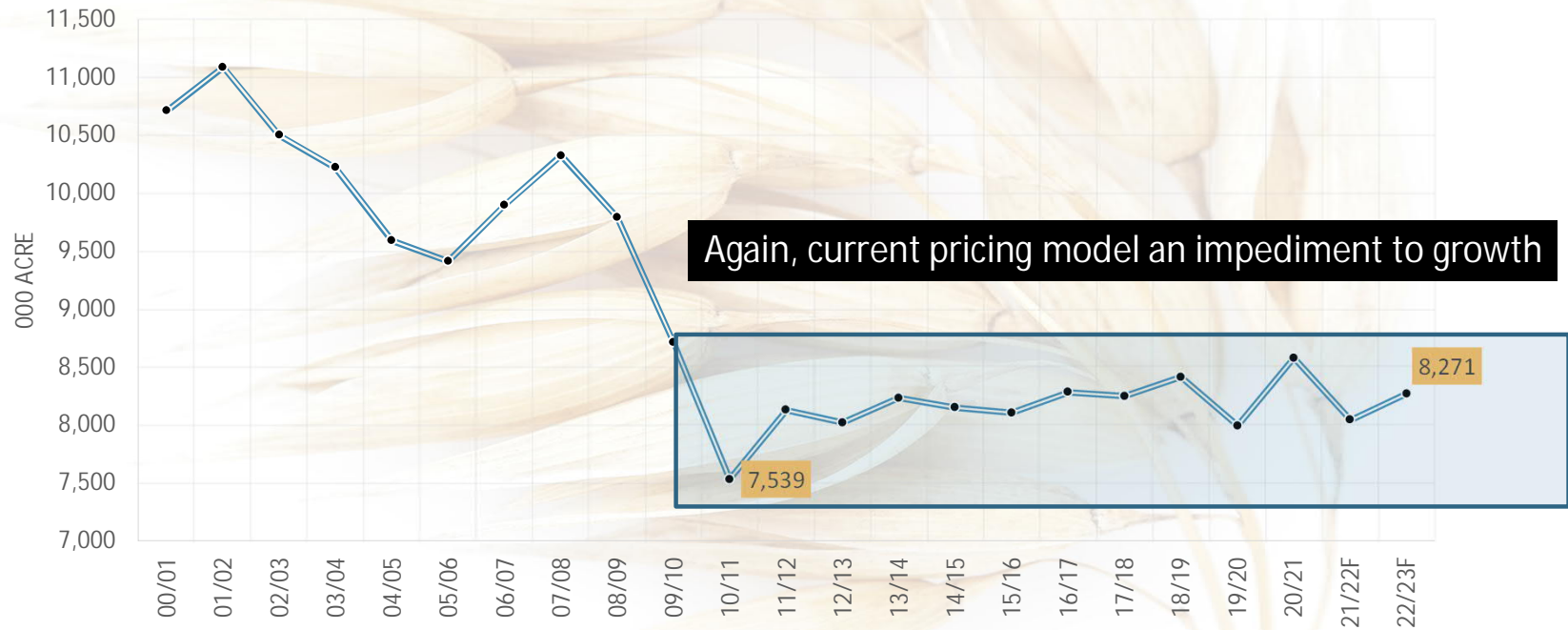




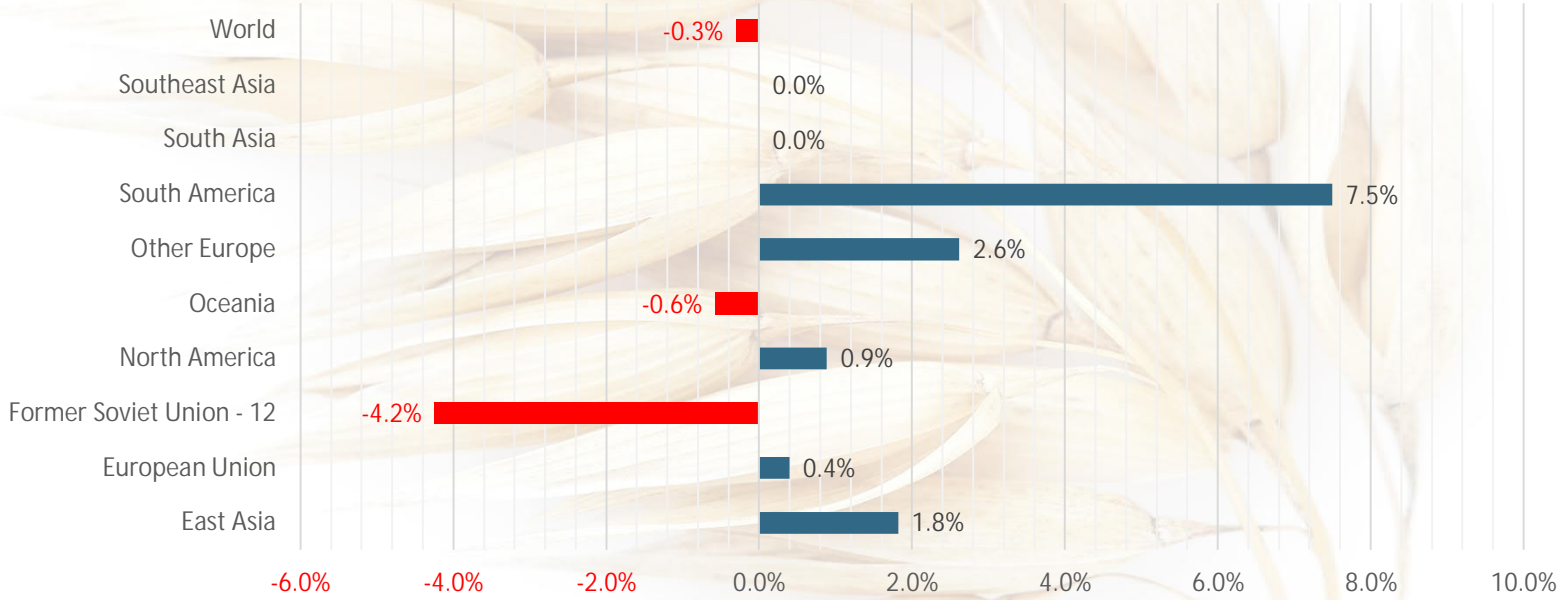
# Global Oat Area, Yield and Production



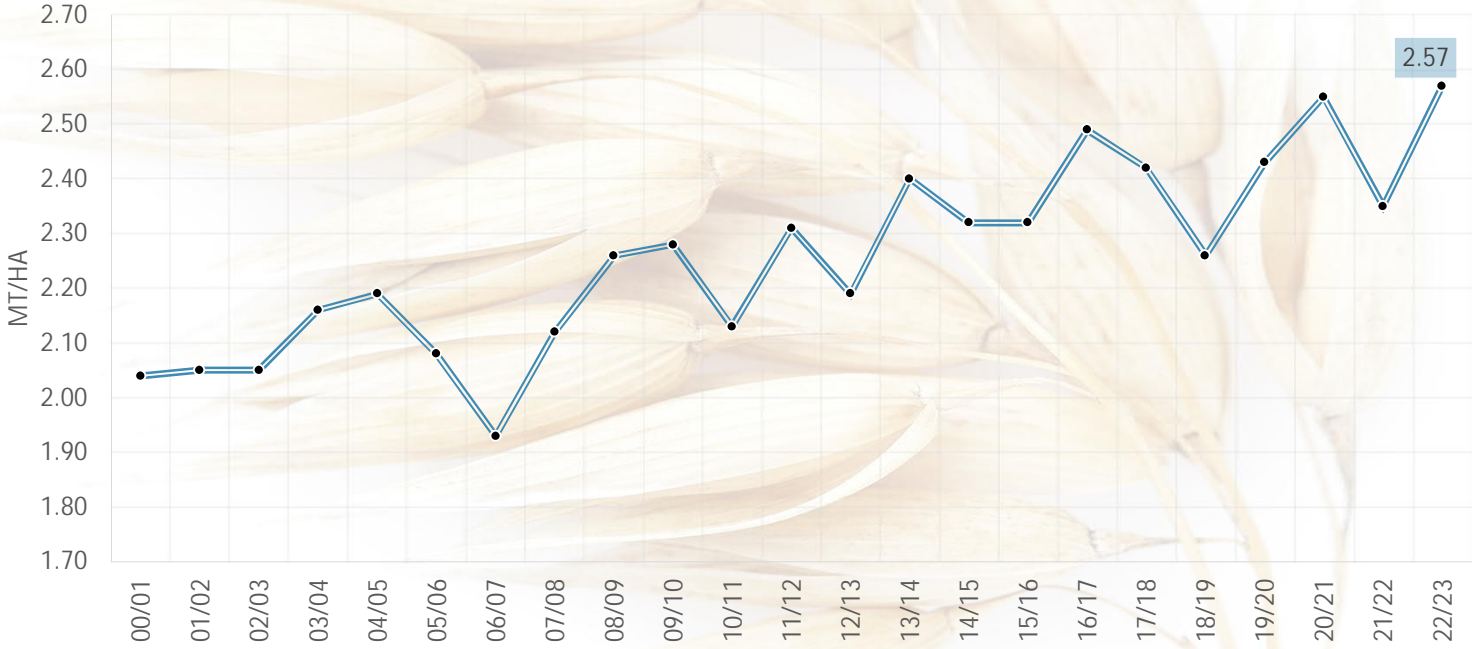
# Oat Area Major Oat Countries



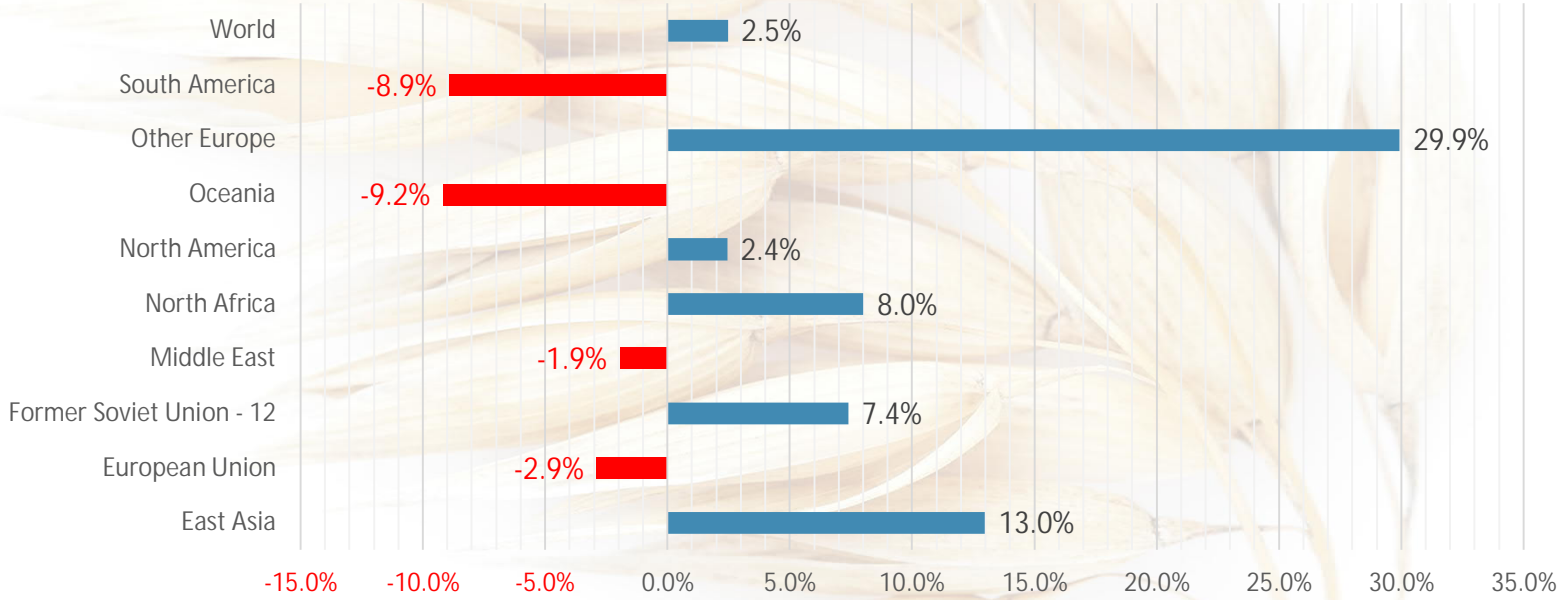
# Global Oat Area Growth – 5 Yr CAGR



# Global Oat Yield

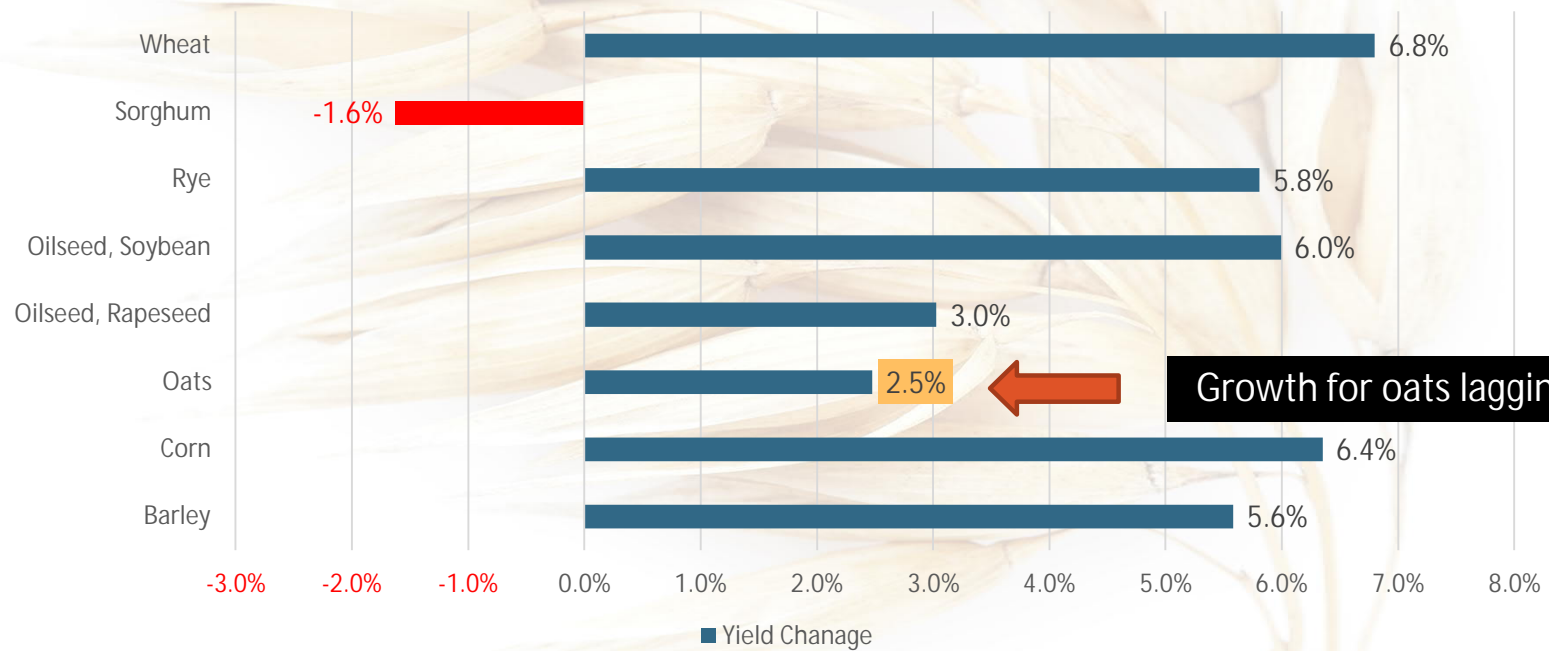


# Global Oat Yield Growth – Average Comparisons



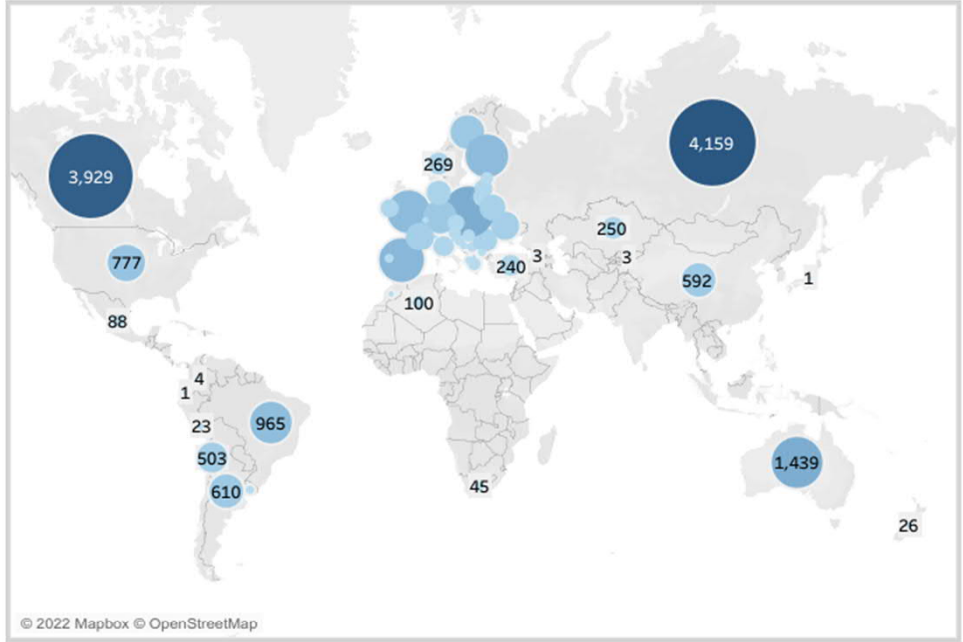
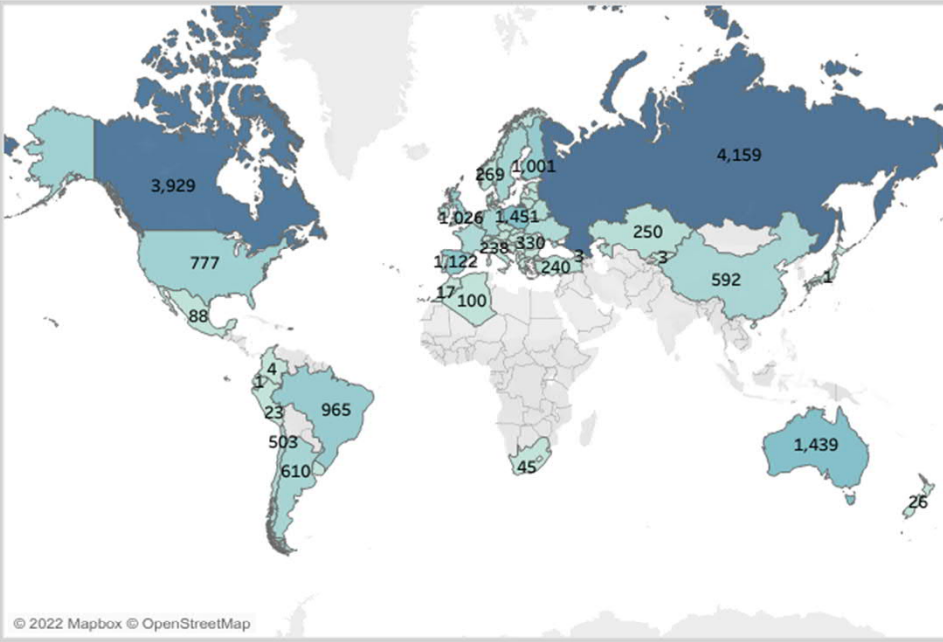
# Global Yield Changes Major Crops

Comparisons current and prior 5 yr averages



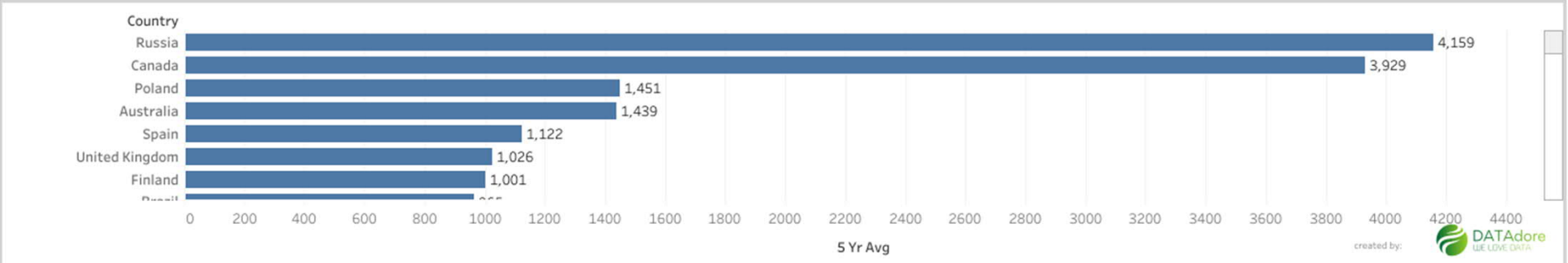
# Oat information

## World Oat Production

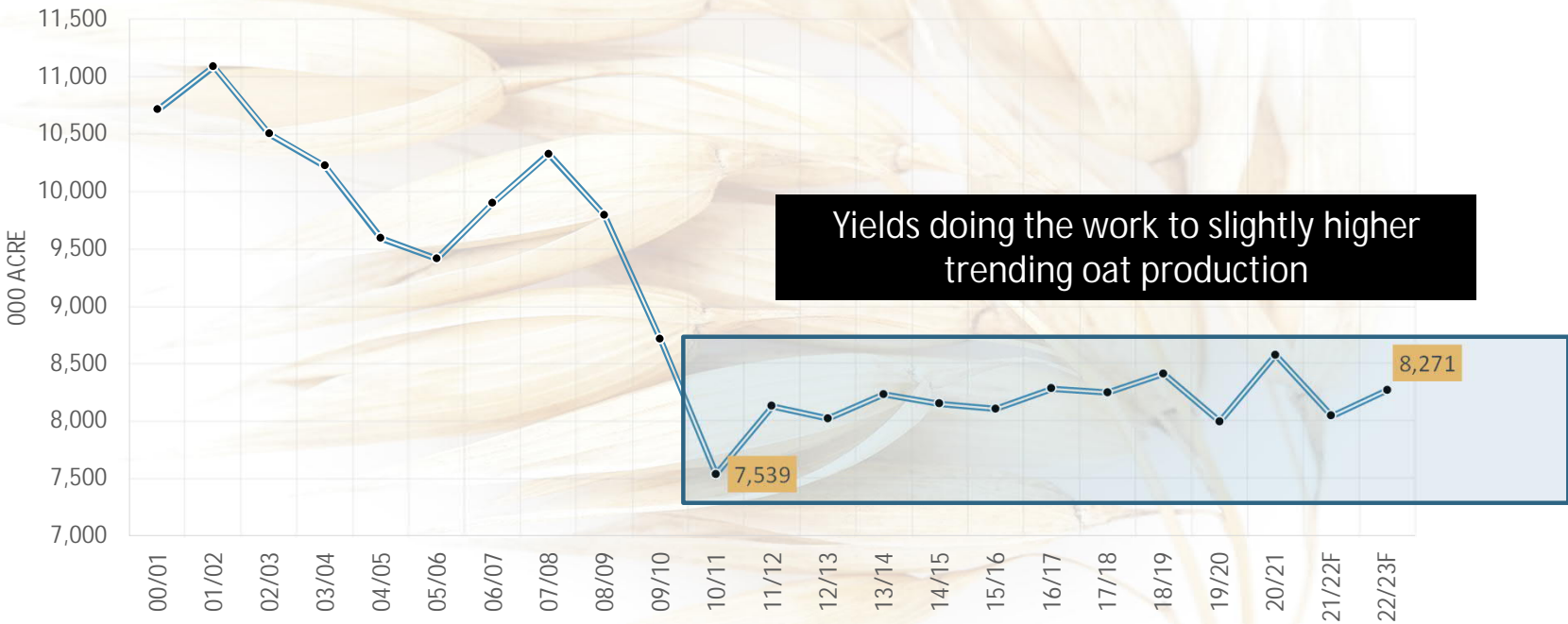


© 2022 Mapbox © OpenStreetMap

© 2022 Mapbox © OpenStreetMap

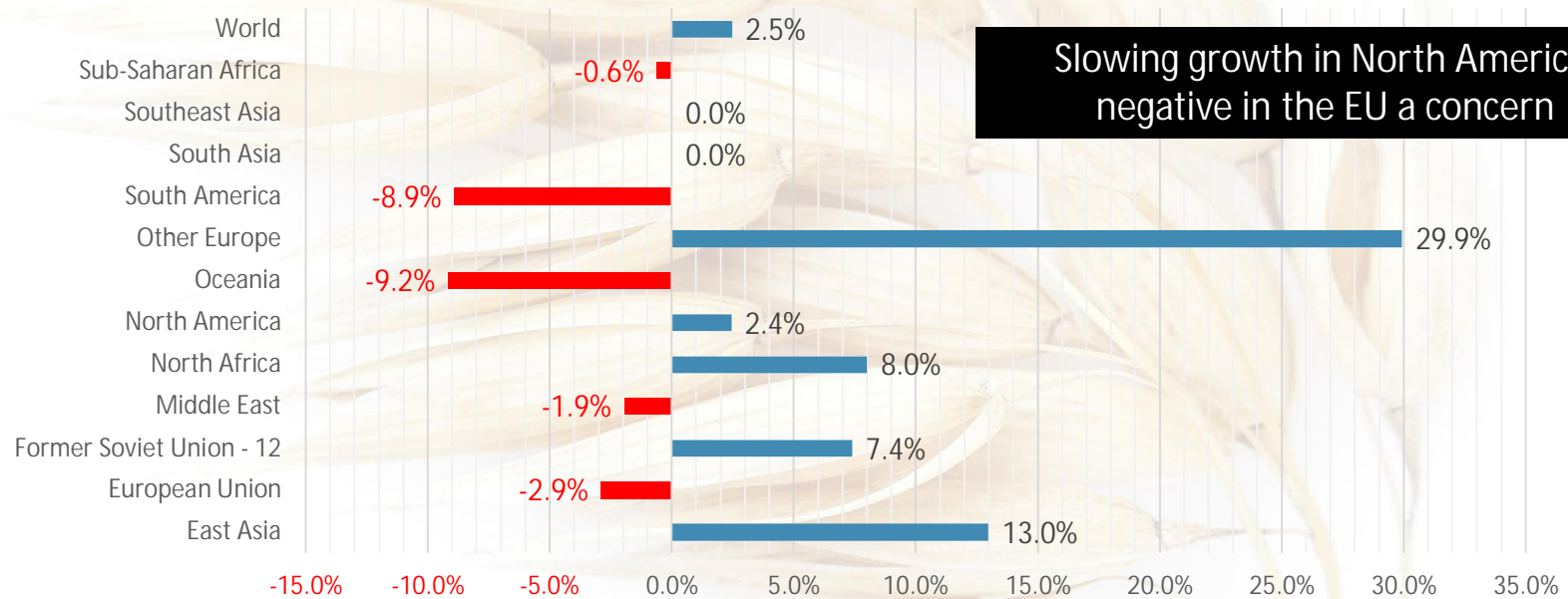


# Oat Production Major Oat Countries





# Global Oat Production Growth – Average Comparisons



Slowing growth in North America, negative in the EU a concern

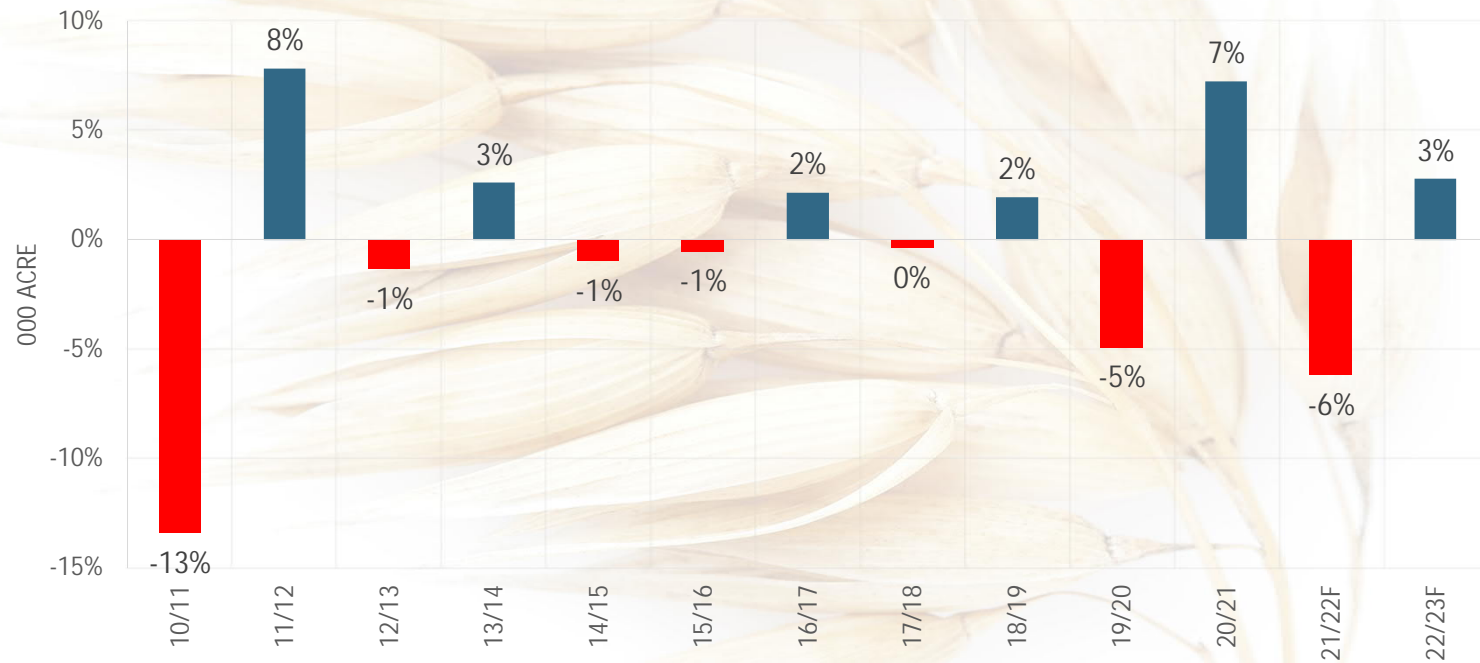
# Oat Prices



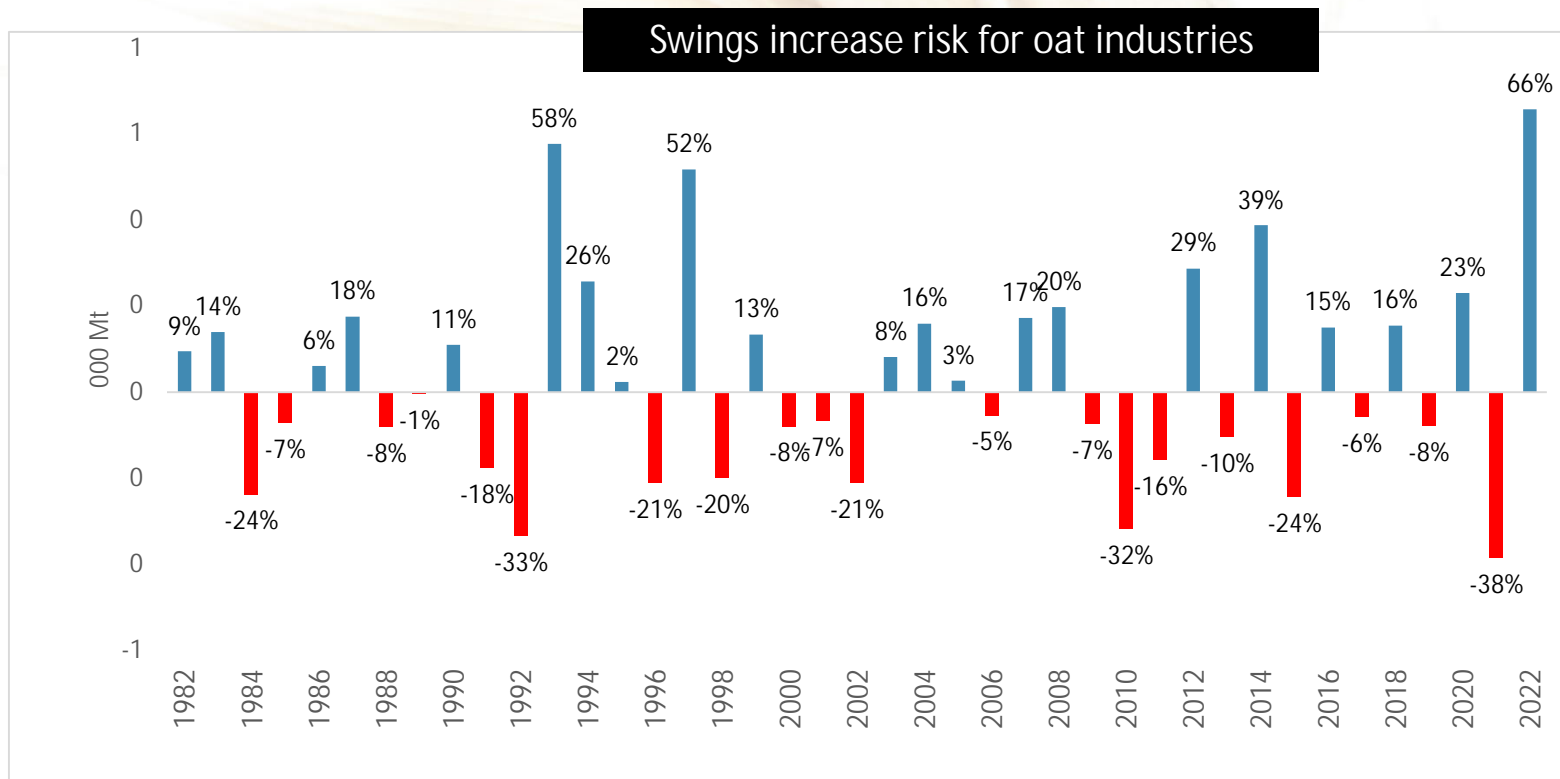
# Oat Pricing

- Pricing model for is oats outdated.
- Oats have become a “special crop.”
- Year-over-year oat area changes too large for a growth industry.
- CBOT oat futures correlate nicely but low volumes prevent use by hedgers.
- More direct contracting with growers the future.

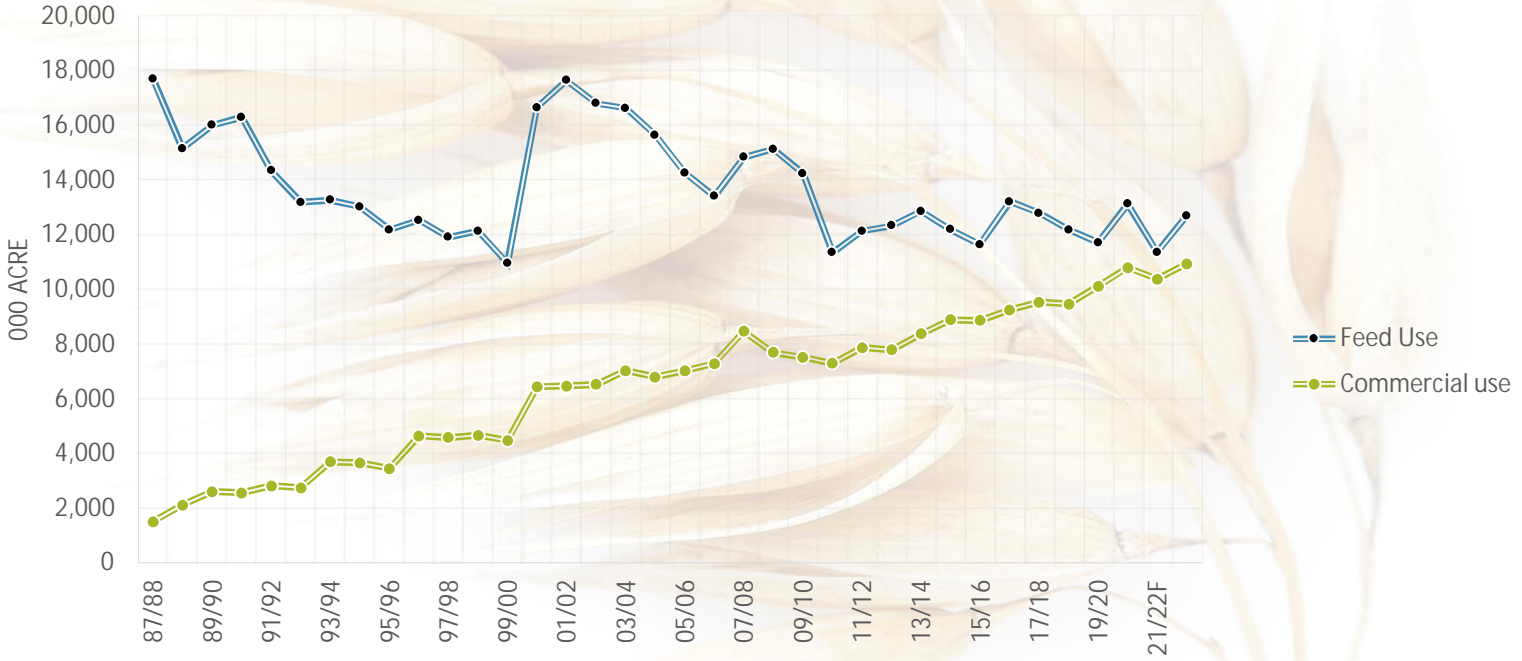
# Oat Area YOY Changes – Major Oat Countries



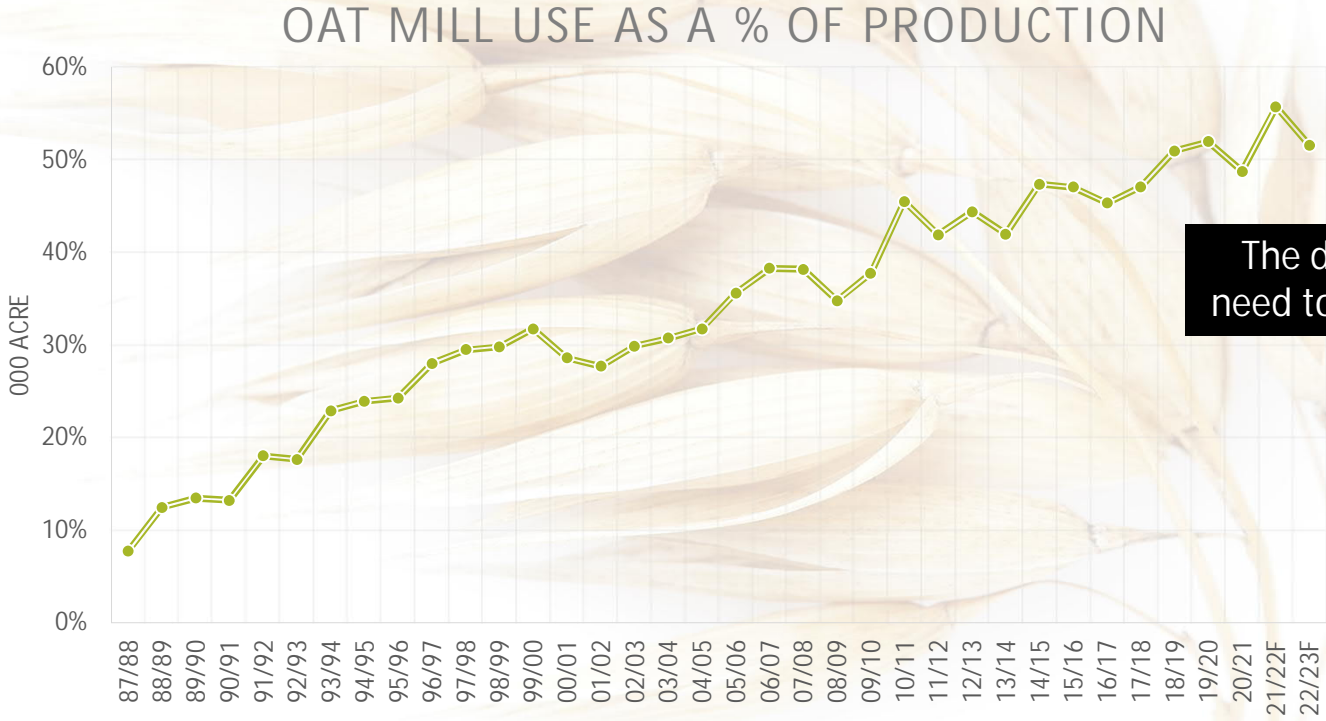
# YOY Changes in Canada Oat Production



# Oat Feed and Commercial Use – Major countries



# Commercial Use of Oats – Combined Major countries

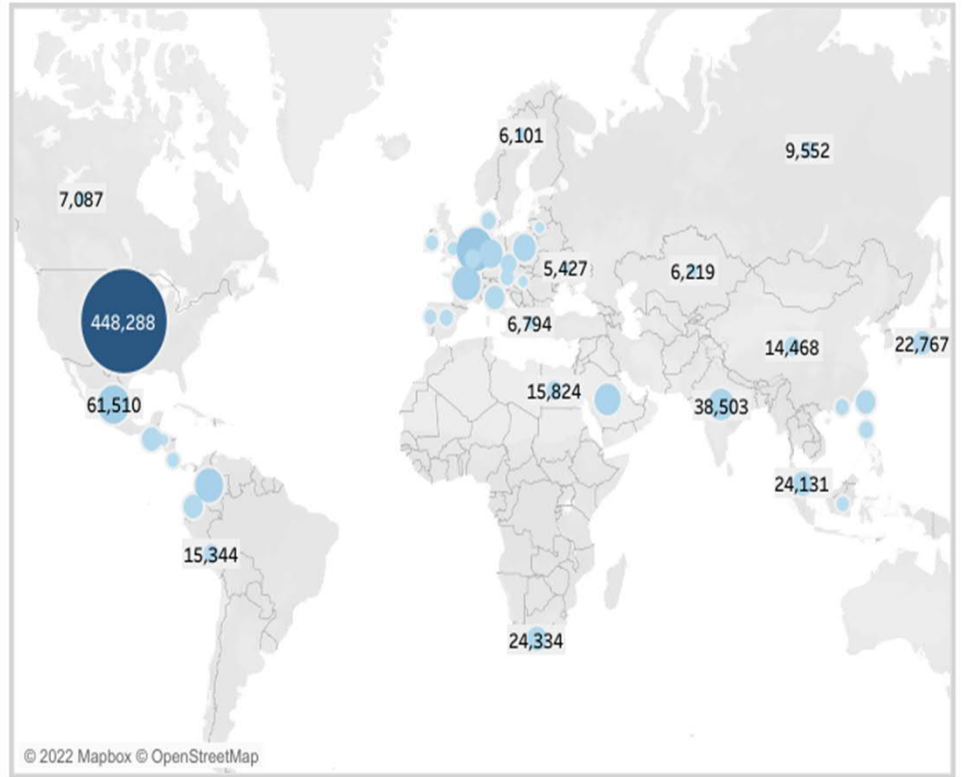
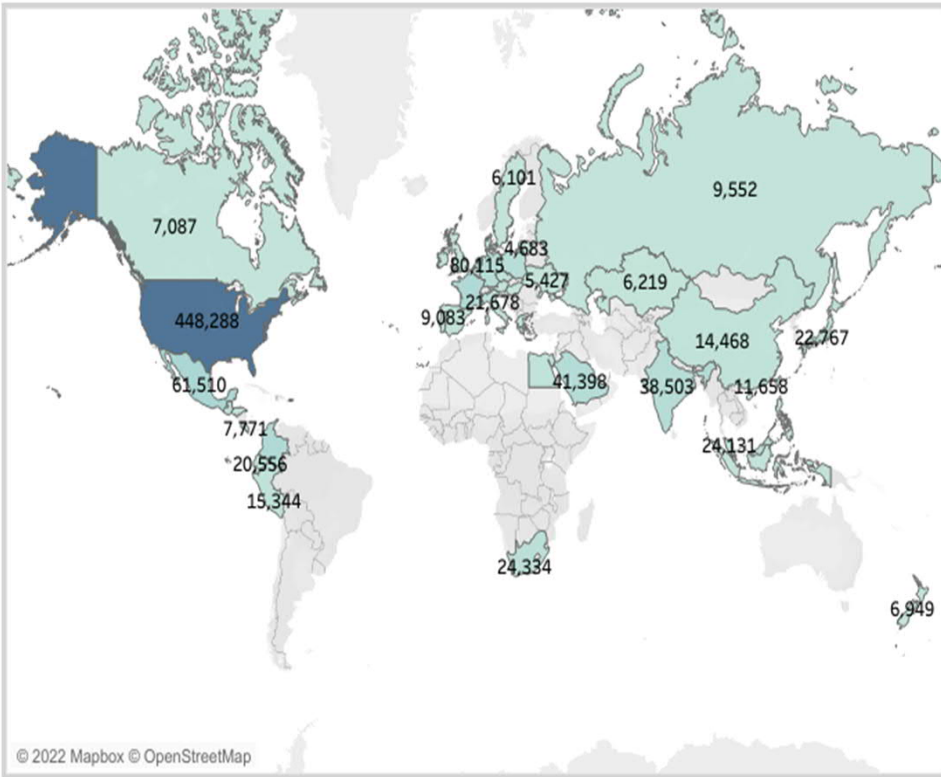


The data clearly points to a need to look at oats differently

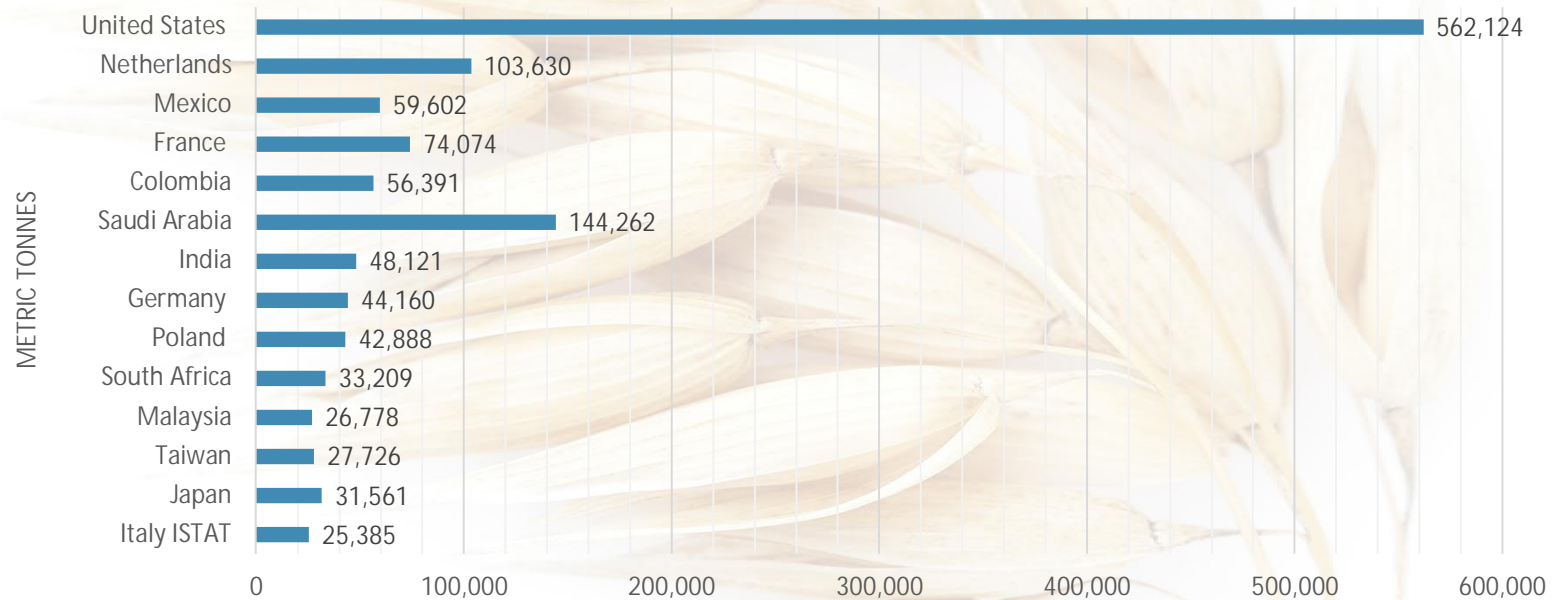
# Global Oat Trade



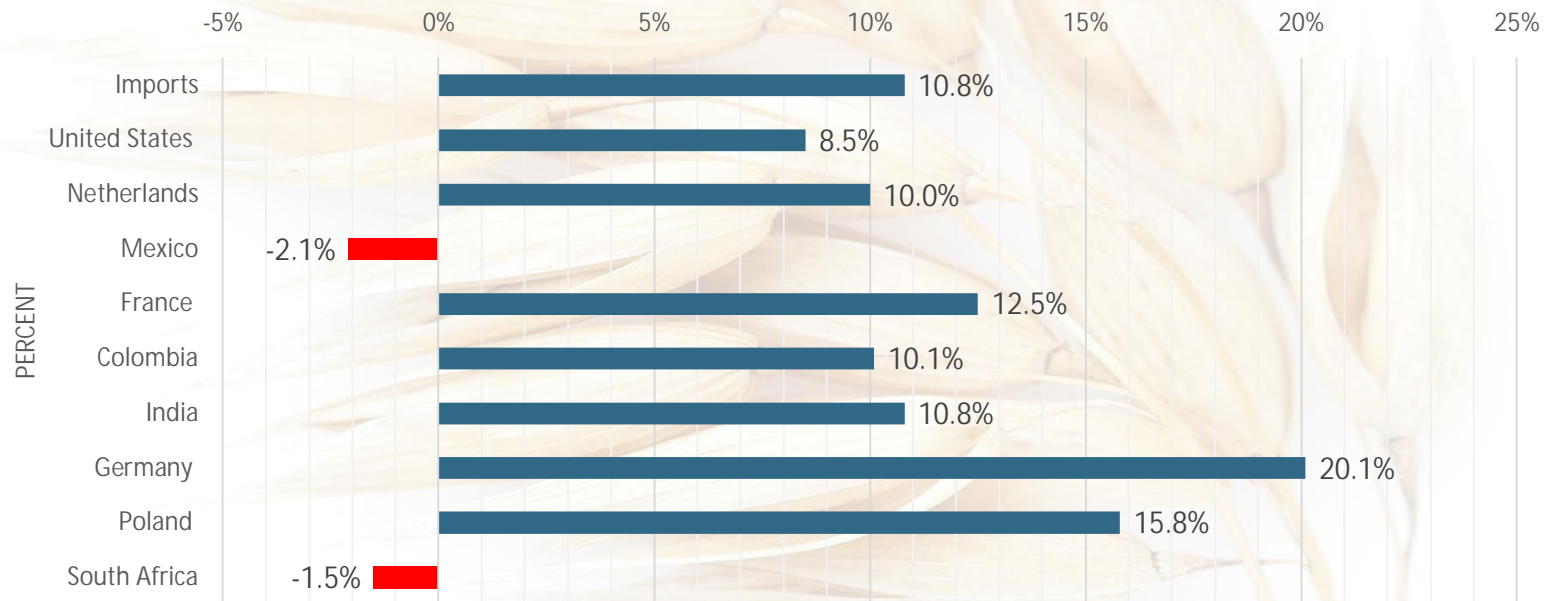




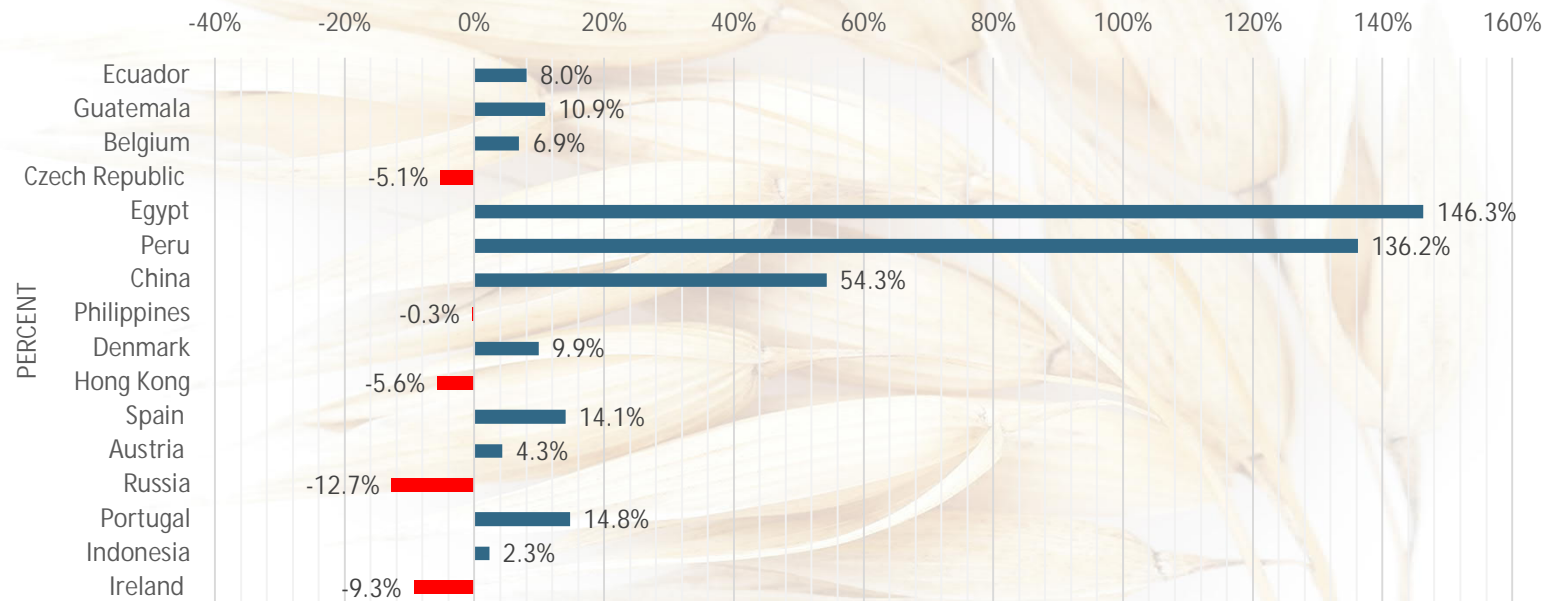
# Global Oat Product Imports – Top 15

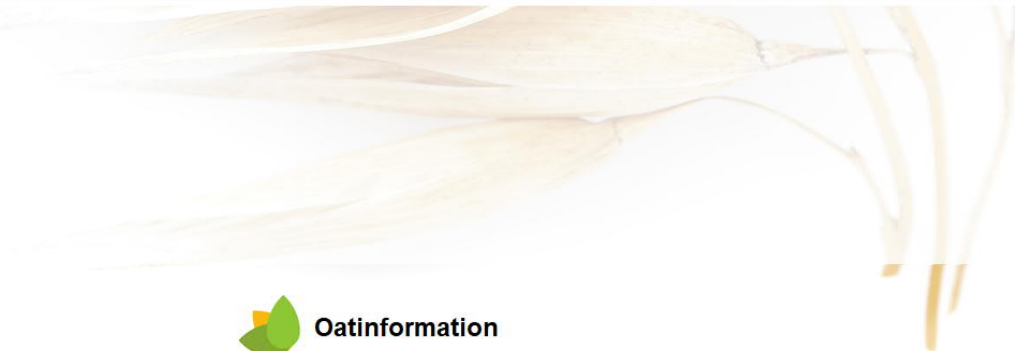
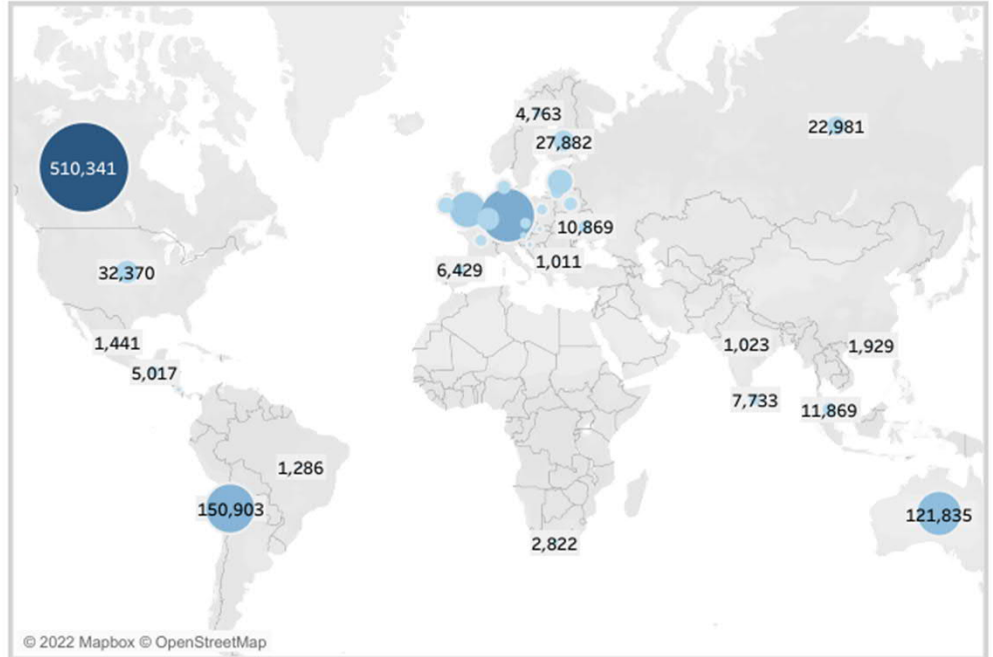
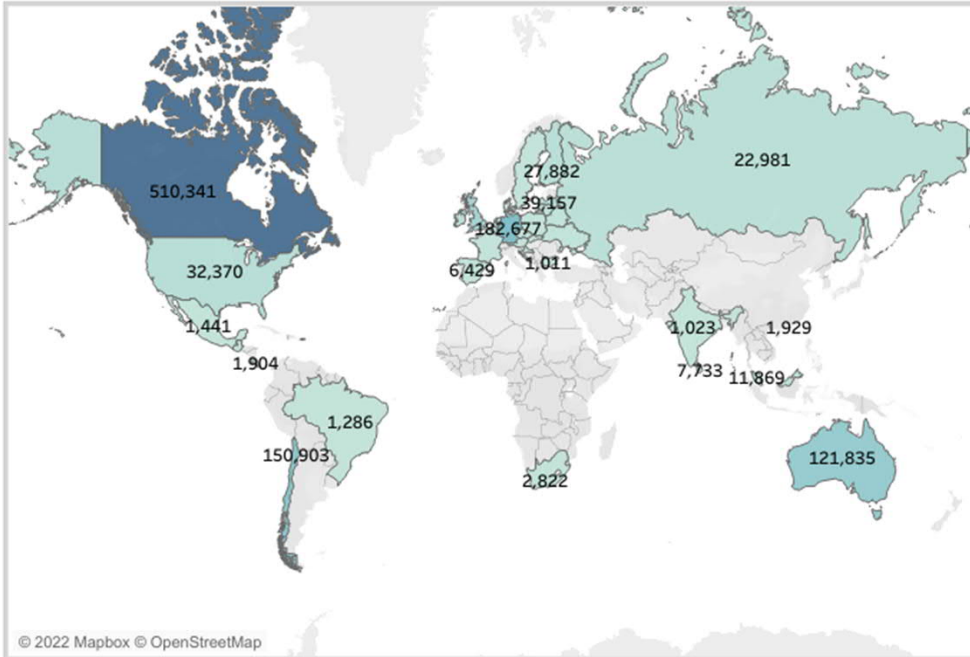


# Global Oat Product Import Growth – Top 10



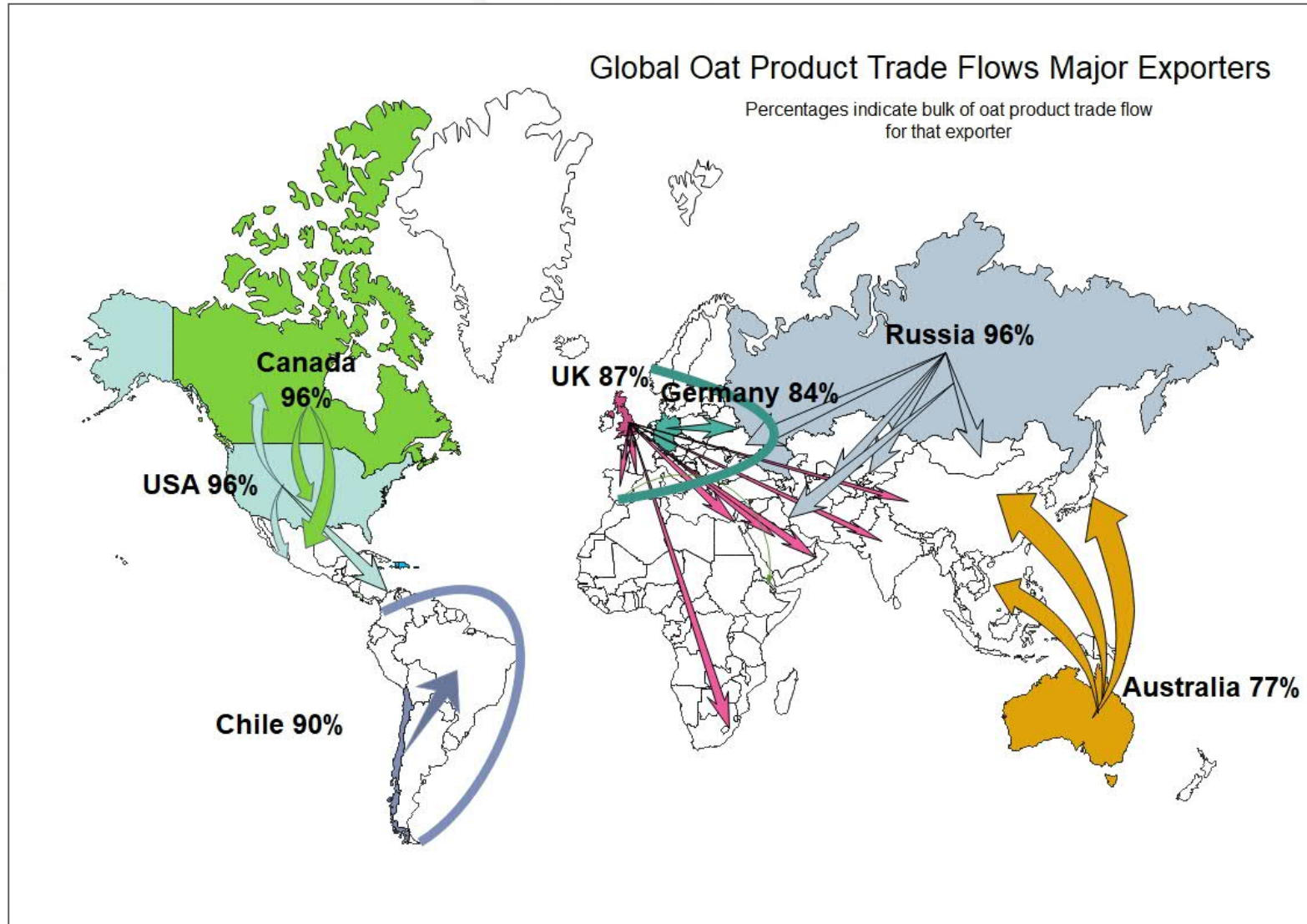
# Global Oat Product Imports Growth – Next Level



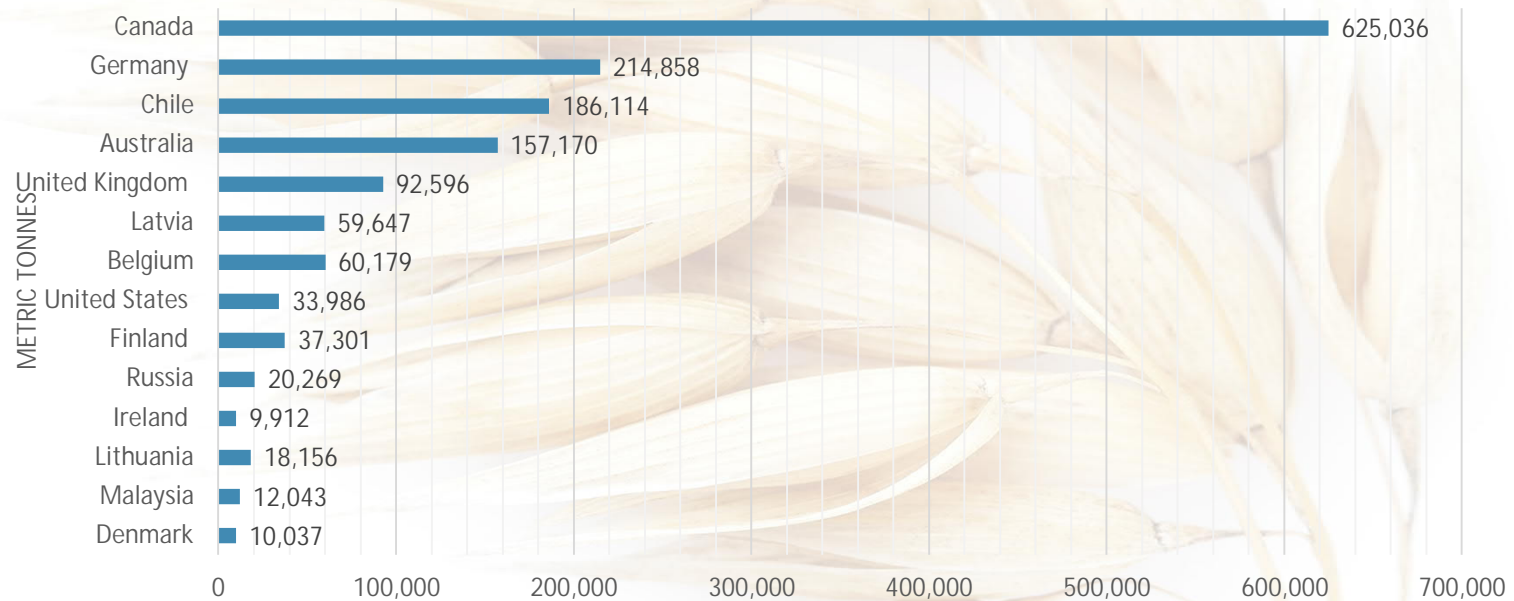


## Global Oat Product Trade Flows Major Exporters

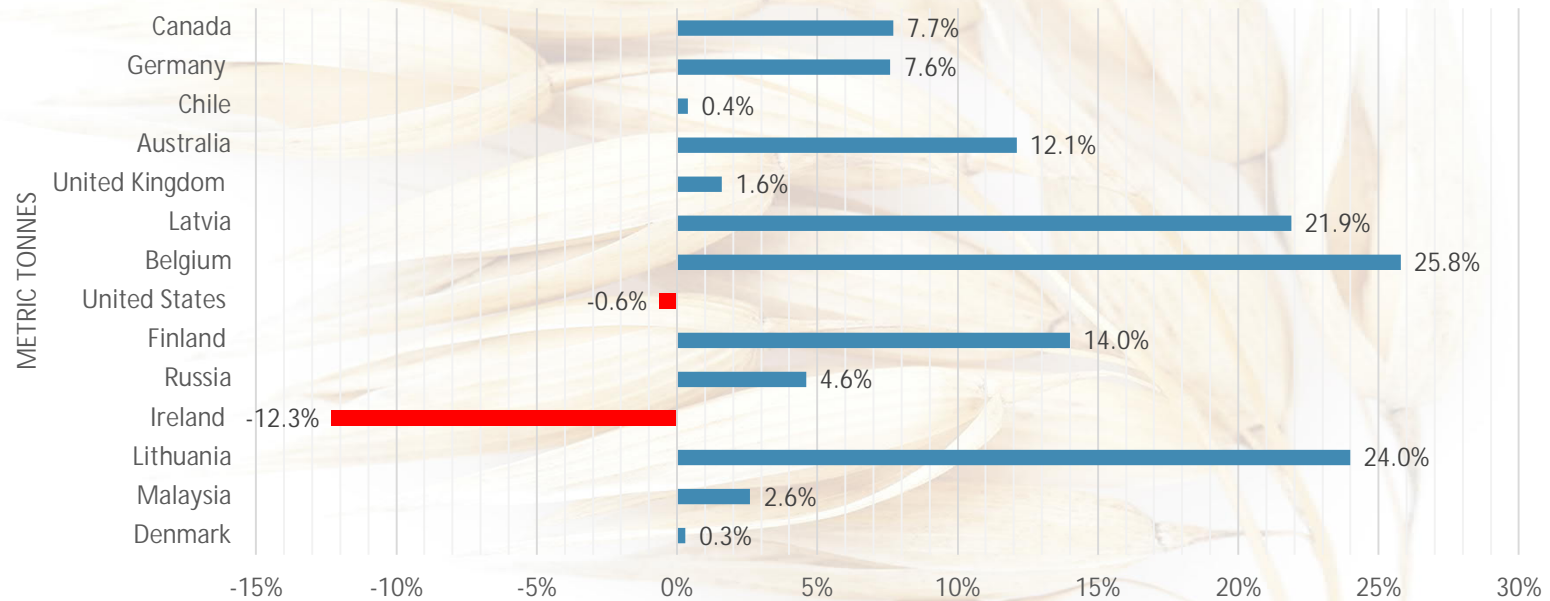
Percentages indicate bulk of oat product trade flow for that exporter



# Global Oat Product Exports – Top 15

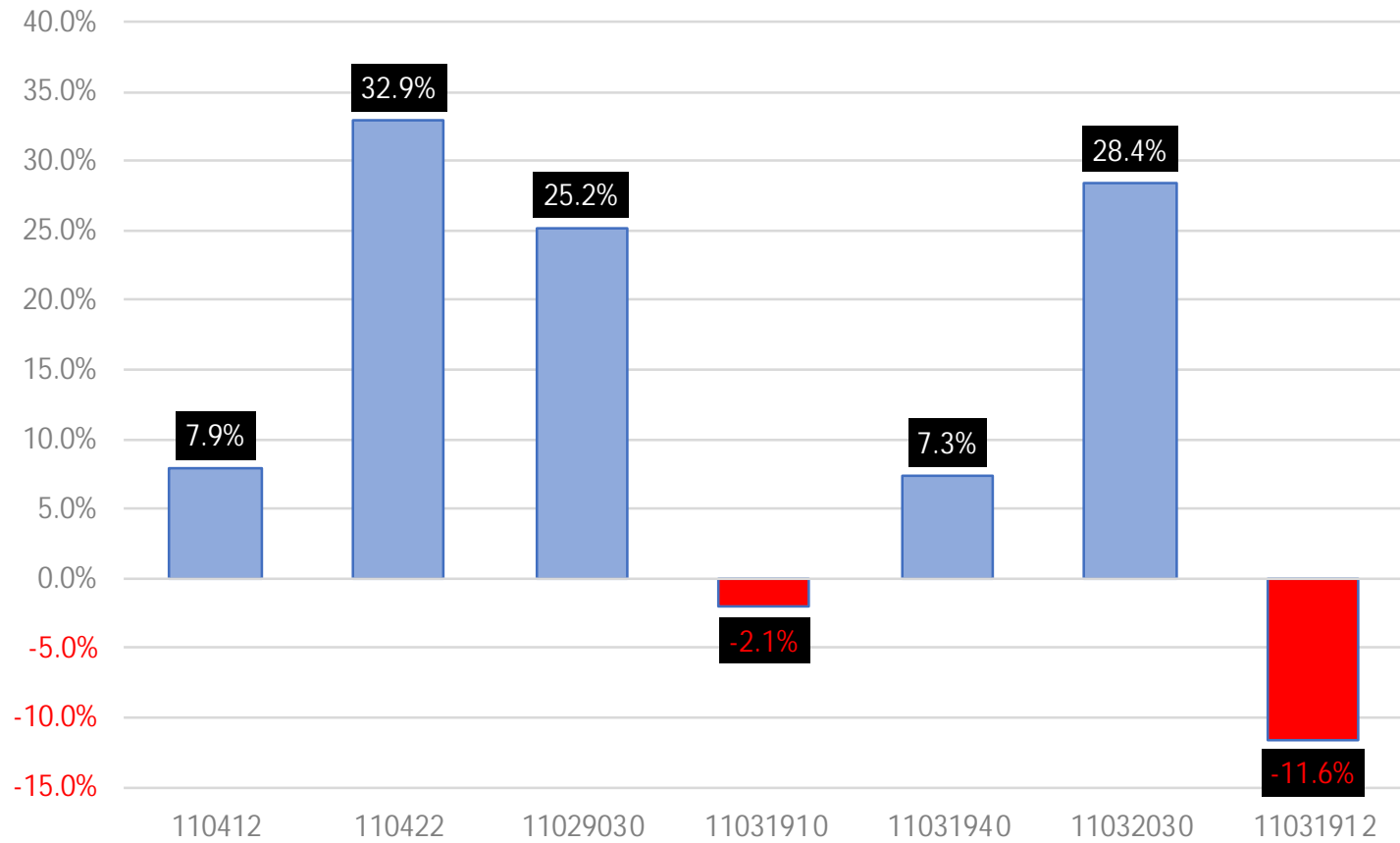


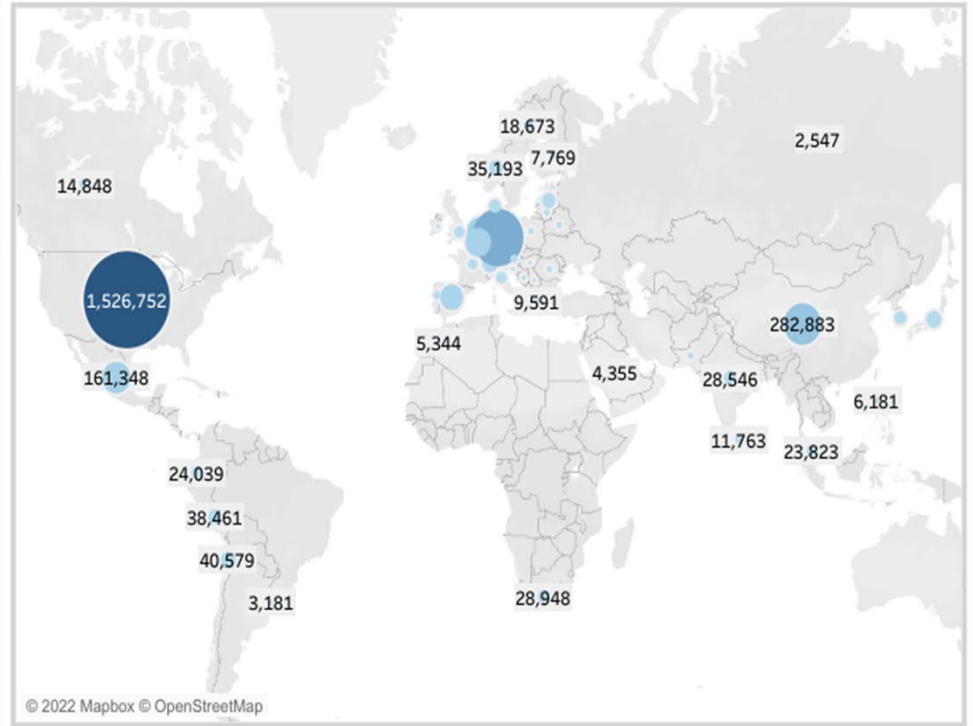
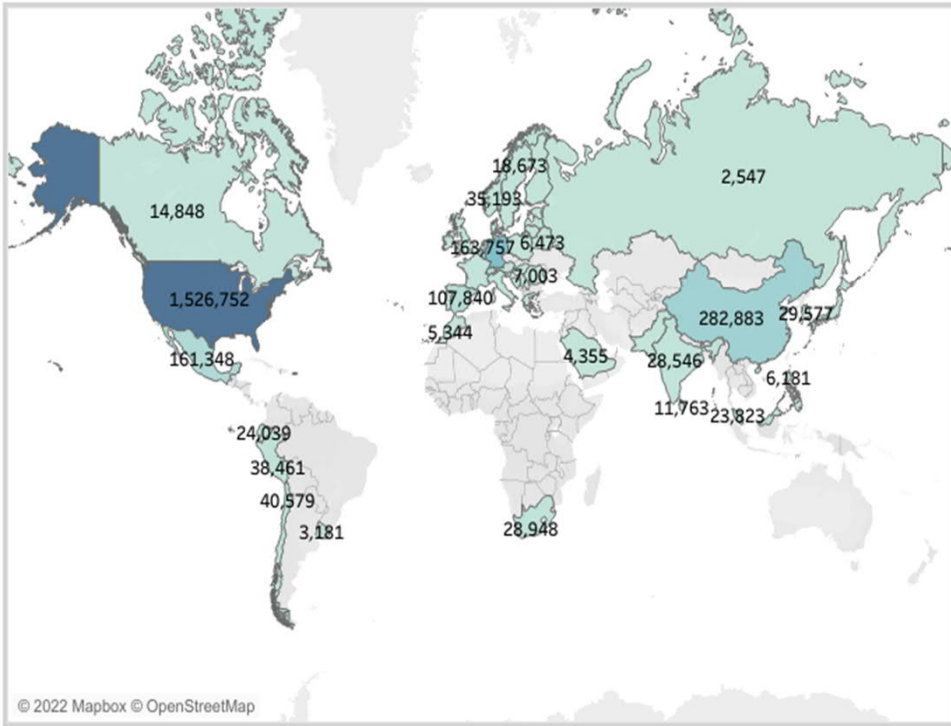
# Global Oat Product Export Growth – Top 15





## Global Oat Product Export Growth - 5 yr CAGR

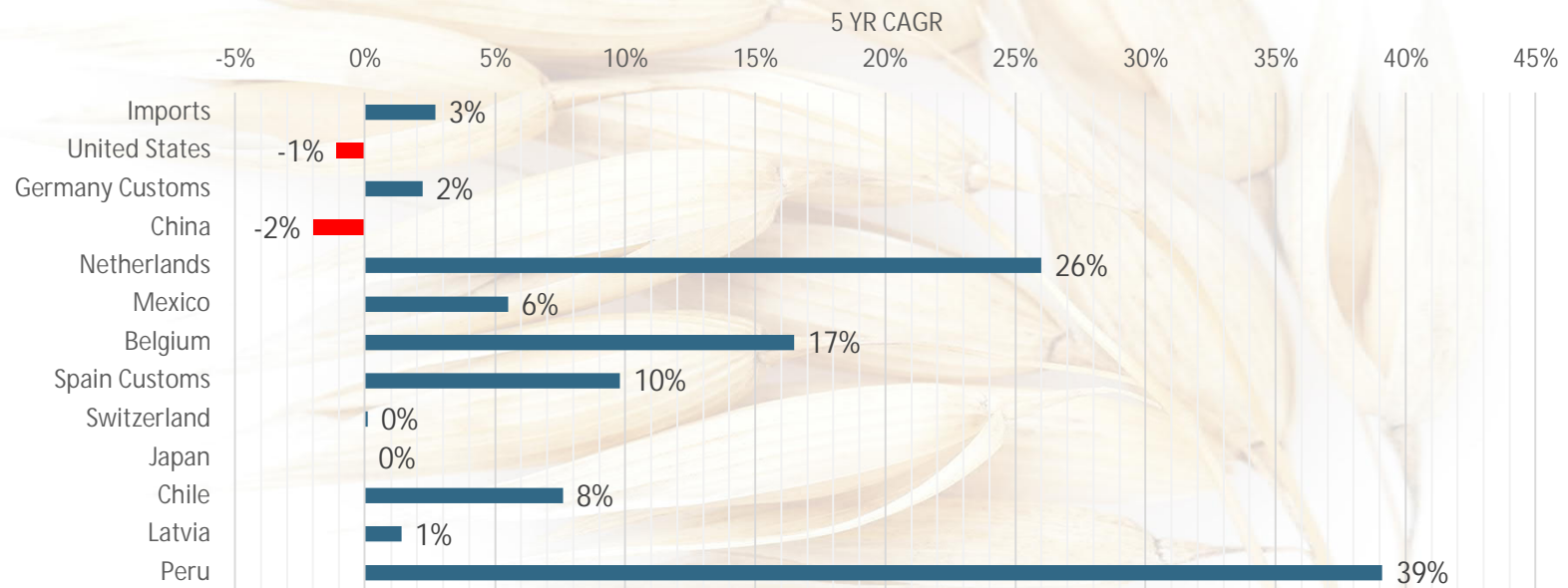


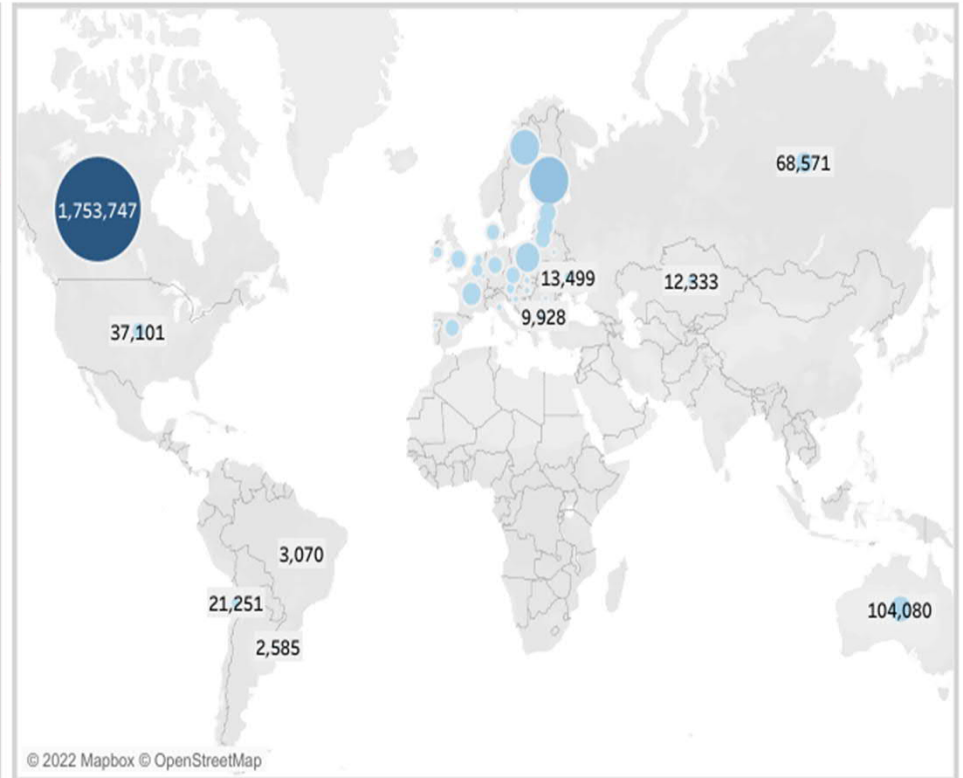
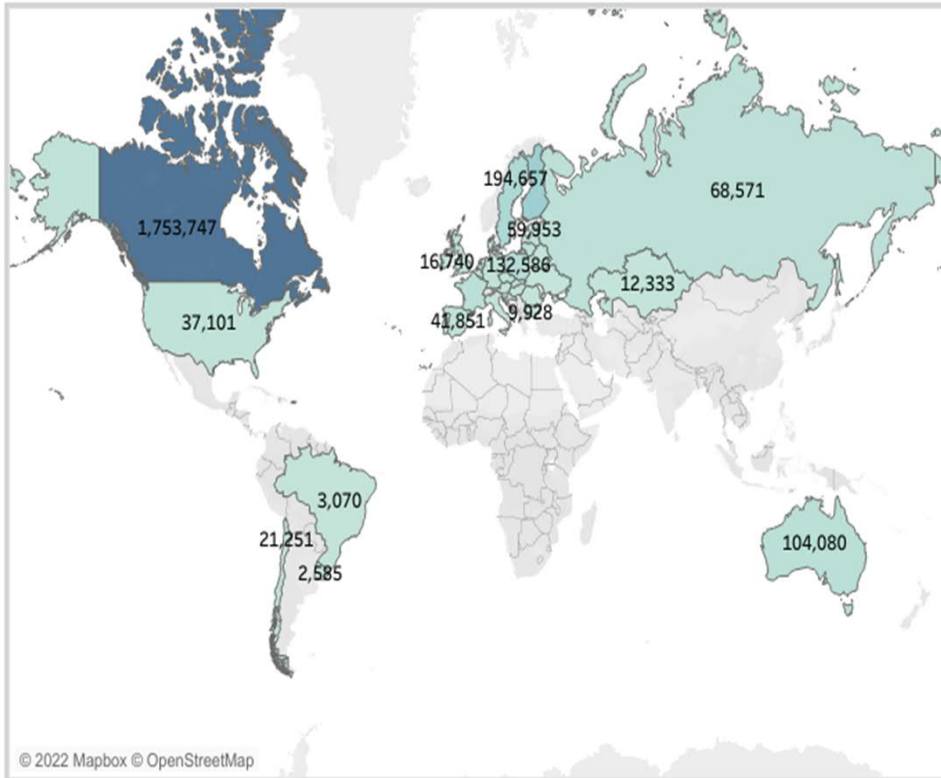


# Global Raw Oat Imports – Top 15



# Global Raw Oat Imp Growth – Top 10

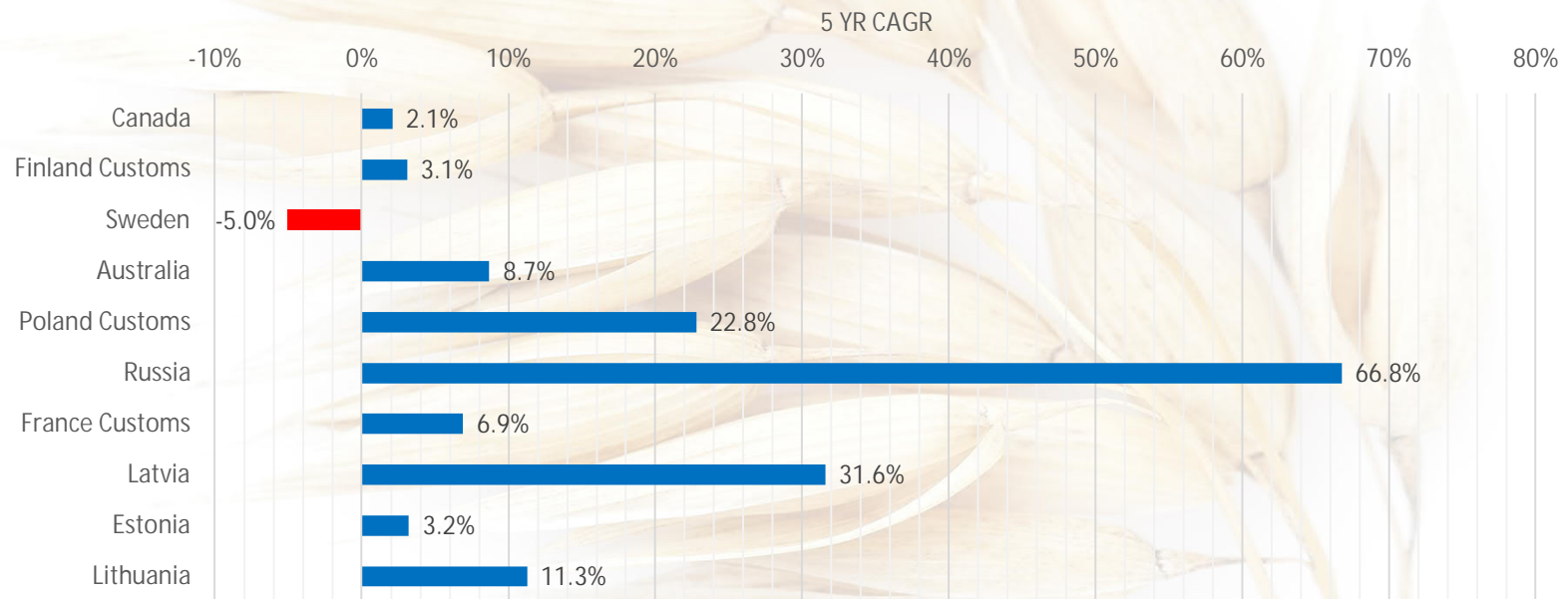




# Global Raw Oat Export Growth – Top 10



# Global Raw Oat Export Growth – Top 10



# Impact of Ukraine/Russia Conflict

- Major uncertainty.
- Impacting all Ukraine cereal production and exports.
- Impact to oat trade.
  - Ukraine
    - Top 15 global oat product exporter in 2021, exceptional growth.
      - Major destinations Morocco, Egypt, India, Algeria and Poland
    - Raw Oat exports are small
      - Major destinations India, Pakistan, and Libya
  - Russia
    - Oat/product exports likely unchanged as China, Mongolia, Turkey and Pakistan the largest importers of both.



# Challenges for Oat Markets

1. Outdated pricing
2. Research funding.
3. Trade barriers.



Global Demand: Steady record growth for oat food/beverage demand globally.

Trade: Forecasted record growth for oat and oat products, imports and exports

Oat Processing: Forecasted record primary and secondary oat milling.

Supply Chain: Global oat supplies abundant in 2022/23 to meet forecasted commercial oat demand.

Oat Prices: Wheat, barley, and corn are the price leader for oats.

2022/23 Outlook: Cheap oat prices will increase farm feed use of oats and decrease 2023 oat plantings.

Macro Markets: Uncertain global economic concerns continue to drive cereal prices lower, including oats.





# The Global Source for Oatinformation

## Get In Touch



Address

Oatinformation  
907-124 West 1st Street  
North Vancouver, BC  
V7M3N3



Phone

1-604-984-2133



Email

randy@oatinformation.com



Twitter

@oatinformation



Web

Oatinformation.com

