

# INGREDIENT INSIGHT: OATMILK

Oatmilk disrupted the milk alternative category and is now moving as an ingredient across different plant-based sub-categories.



Stephanie Mattucci,  
Associate Director, Global  
Food Science



## Mintel's perspective

### What is it?

The popularity of **oatmilk** is growing, and its taste, health benefits and superior sustainability has made it the next big plant-based alternative.

Oatmilk started in milk alternatives, moved into yogurt, and is now appearing in a range of other dairy alternative categories.

### Why is it important?

Two stand-out non-dairy brands, Oatly! and Miyokos, are introducing new products with oatmilk as the star ingredient in cream, cheese, butter and ice cream.

This highlights the potential for oatmilk to be used as an ingredient, creating new opportunities for vegan formulations that perform similarly to their dairy counterparts.

### What's next?

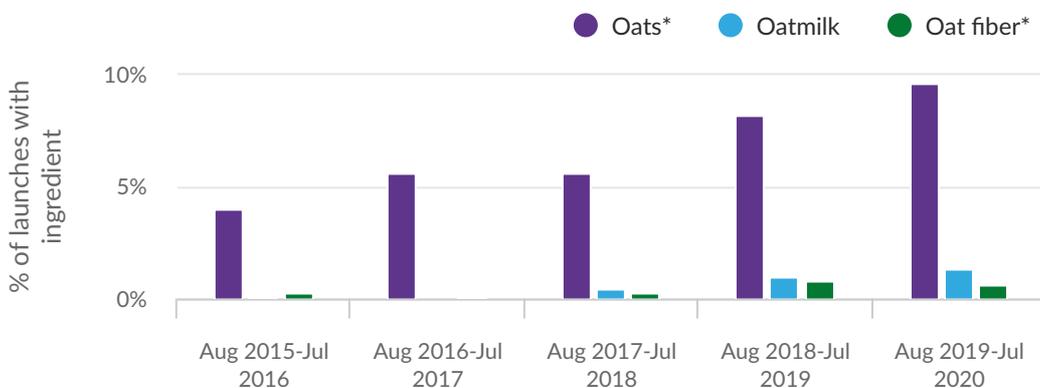
Anticipate oatmilk and other oat ingredients, such as oats, oat protein and oat fiber, to emerge in other plant-based categories. The healthy halo of oats can be used to add nutritional credibility to next generation meat and dairy alternatives.

## Oatmilk is appearing as a new ingredient across plant-based dairy alternatives

**Oatmilk** is now appearing as a standout ingredient in new product launches. Oatmilk started as a milk alternative and then moved into yogurts as the base ingredient. In the past year, oatmilk has emerged in **other categories**, such as plant-based butters, cheese and ice creams.

Some products that feature oatmilk in the product's name or description do not state oatmilk on the ingredient list. Instead, oats and water are often listed in these products.

Global: percentage of processed cheese and plant-based drinks, yogurt and ice cream/frozen yogurts using oat ingredients, Aug 2015-Jul 2020



\* includes all children ingredients

Source: **Mintel GNPD**

## Oatmilk leader Oatly! shows the potential for oatmilk as a dairy alternative ingredient across categories

Instead of "oatmilk" appearing on the ingredient statement, oats and water are the ingredients, as they are in the brand's core oatmilk drink.

### Spreadable plant-based cheese

**Plain Oat Based Spread** is described as a creamy plant-based bread spread. The product is **made with oats**, fully hardened vegetable oils from coconut and rapeseed. It is free from milk and soy (Germany).



### Vegan cream that can be boiled

**Oat Based Preparation for Cooking** has been made for vegans, non-vegans and everyone in between. According to [the company's website](#), this product can be used to replace cream 1:1 and can even be heated to a boil (Germany).

### Vanilla sauce that can be whipped

**Vanilla Sauce**. The manufacturer recommends whipping the product as this new version is missing some ingredients the last one had, which is said to make it fluff up in ways the old one never could (Norway).



## Miyoko's moves away from cashews and features oatmilk in new vegan butter and cheese product launches



Hint of Sea Salt Cultured Vegan Butter



Cultured Vegan Farmhouse Cheddar

Miyoko's latest product launches feature oatmilk as a key ingredient. The new vegan butter and cheese team up to make [vegan grilled cheese sandwiches a reality](#).

Not only are the products vegan and dairy-free, but also claim to be nut-free and soy-free. The products do use highly refined coconut oil, but do not contain cashews or other nuts.

Cashew is a trending ingredient in [vegan cheese](#) and cultured cashews is a key ingredient in [Miyoko's other products](#).

## Plant-based meat alternatives could be next for oatmilk and other oat ingredients

The use of oat ingredients in meat alternatives is [currently limited](#) but has potential to grow as a sustainable and reduced-allergen ingredient.



### Oat drink used as an ingredient in meatballs

[Vegetarian Balls](#) are a 100% plant-based product and described as small, round and with a fantastic taste. They are free from preservatives, egg, milk and gluten (Norway).

## Oats and oat protein as a meat alternative

**Pulled Oats with Tomato** comprises a mix of oats, broad beans, peas, oil, tomato and herbs. It is **free from soy, wheat and additives**.

Additionally, this product is rich in protein and iron, and is a source of fiber (Finland).



### Oats are used in clean label veggie burger

**Organic California Veggie Burger** is a vegan product made with mushrooms, bulgur wheat, onion, celery, carrots, oats, walnuts, wheat gluten, potatoes, sea salt, safflower oil and/or sunflower oil and garlic (US).



## Meet the expert

### Stephanie Mattucci

Associate Director, Global Food Science

With 10 years of experience in the food industry, Stephanie brings a food science background to her work at Mintel. She is responsible for analyzing and providing insight on ingredient and nutrition trends, regulations and food science innovations. She has a bachelor's degree in Food Science from the University of Wisconsin-Madison.

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