



Global Proso Millet Market

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Indicator	Value
Market size (2024)	USD 1.3 bn
Forecast (2031)	USD 1.9 bn
CAGR (2021-2031)	5.6%
Study period	2021-2031
Largest region	Asia-Pacific · 48.2%
Fastest-growing region	North America · 6.8%
Market concentration	Low
Licence	Individual / Company

The global proso millet market reached USD XXX billion in 2024 and is forecast to attain USD XXX billion by 2031, expanding at a CAGR of XX%. Asia-Pacific accounted for XX% of market value, supported by established food consumption, expanding packaged-millet portfolios and growing institutional procurement. Food applications represented XX% of 2024 revenue, while feed, birdseed and cover-crop demand provided important outlets for lower grades and surplus production. Premium food-grade segregation, climate-resilient crop rotations and gluten-free product development will determine the market's next phase of value creation.

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Executive summary

The global proso millet market reached USD XXX billion in 2024 and is forecast to attain USD XXX billion by 2031, expanding at a CAGR of XX%. Asia-Pacific accounted for XX% of market value, supported by established food consumption, expanding packaged-millet portfolios and growing institutional procurement. Food applications represented XX% of 2024 revenue, while feed, birdseed and cover-crop demand provided important outlets for lower grades and surplus production. Premium food-grade segregation, climate-resilient crop rotations and gluten-free product development will determine the market's next phase of value creation.

Indicator	Value
Market size 2024	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global proso millet market generated USD XXX billion in 2024 and will reach USD XXX billion by 2031.
- Global market revenue will expand at a XX% CAGR from 2024 to 2031.
- Asia-Pacific held XX% of 2024 market value, making it the largest regional market.
- North America will record the fastest regional CAGR at XX% through 2031.
- Food applications accounted for XX% of global proso millet revenue in 2024.
- Whole and hulled grain represented XX% of market value, while flour and meal will grow at a XX% CAGR.
- Organic proso millet captured XX% of 2024 revenue and will expand at an XX% CAGR.
- USDA National Agricultural Statistics Service reported US proso millet production of XXX bushels in 2025, up XX% from 2024.

Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

Global Proso Millet Market Trends and Growth Drivers

Proso millet sits at the intersection of two distinct markets: a price-sensitive commodity chain serving feed and birdseed buyers, and a specification-led food chain supplying gluten-free, natural and traditional foods. The ability to segregate these channels determines processor utilization, grower premiums and the stability of commercial acreage.

Demand growth is moving downstream toward hulled grain, flour, flakes and ready-to-cook formats, increasing the importance of dehulling yield, color consistency, residue compliance and allergen controls. At the same time, proso millet's short season and drought tolerance strengthen its role in dryland rotations and climate-adaptation strategies.

The principal constraint is not biological potential but supply-chain coordination. Clear grading, food-designated genetics, contracted production and multi-origin procurement are required to reduce annual availability swings and give manufacturers the confidence to build permanent product lines.

Growth drivers

Gluten-free formulation broadens food demand

Food manufacturers are incorporating proso millet flour and whole grain into bakery products, cereals, snacks and meal blends to diversify gluten-free formulations beyond rice and maize. The shift raises demand for light-colored, clean-tasting grain with controlled particle size and verified allergen management, strengthening margins for specialized millers.

Climate resilience supports acreage adoption

Proso millet's short growing cycle and capacity to perform in water-limited environments make it attractive in dryland rotations. Producers can use the crop to spread planting risk, manage fallow periods and create a marketable harvest where longer-season cereals face greater moisture exposure.

Food-grade segregation lifts unit value

Dedicated food cultivars, contracted production and tighter grading systems are separating premium grain from commodity birdseed and feed channels. Buyers pay more consistently for traceable lots that meet specifications for color, kernel integrity, residues and dehulling performance.

Specialty birdseed remains a dependable outlet

Proso millet is an established component in wild-bird and companion-bird feed, particularly in North America and Europe. This channel absorbs multiple grades, supports large-volume merchandising and provides processors with an alternative destination when food specifications are not achieved.

Millet promotion accelerates product discovery

FAO-led promotion surrounding the International Year of Millets raised awareness of millets as nutritious, low-input crops suited to dryland food systems. Public procurement, nutrition programmes and private

launches are converting that visibility into sustained ingredient evaluation and retail shelf space.

Short-season rotations unlock new supply

Proso millet fits planting windows that are difficult for longer-season grains and can diversify rotations in the central United States, Eastern Europe and Central Asia. Agronomic development, locally adapted seed and clearer marketing channels increase the probability that trial acreage becomes recurring commercial production.

Restraints

Acreage volatility disrupts procurement

Proso millet competes for land with maize, wheat, sunflower and other crops whose pricing signals are more transparent. Rapid acreage changes can tighten food-grade availability, widen basis levels and force buyers to carry larger inventories or qualify additional origins.

Low recognition limits household adoption

Many consumers outside traditional millet markets remain unfamiliar with proso millet's preparation, taste and applications. Brands must invest in recipes, convenient formats and clear positioning before household penetration can approach that of oats, rice or quinoa.

Inconsistent specifications constrain scale

Trade frequently relies on buyer-specific definitions for food grade, color, purity and processing yield. Inconsistent specifications raise testing costs, limit fungibility between lots and make it harder for processors to secure uniform multi-origin supply.

Substitute grains intensify shelf competition

Quinoa, buckwheat, sorghum, oats and rice already occupy established positions in gluten-free and health-oriented product ranges. Proso millet must compete on flavor, processing functionality, supply reliability and price rather than relying on nutritional positioning alone.

Proso Millet Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Gluten-free formulation broadens food demand	XXX	XXX	XXX
Climate resilience supports acreage adoption	XXX	XXX	XXX
Food-grade segregation lifts unit value	XXX	XXX	XXX
Specialty birdseed remains a dependable outlet	XXX	XXX	XXX
Millet promotion accelerates product discovery	XXX	XXX	XXX
Short-season rotations unlock new supply	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Acreage volatility disrupts procurement	XXX	XXX	XXX
Low recognition limits household adoption	XXX	XXX	XXX
Inconsistent specifications constrain scale	XXX	XXX	XXX
Substitute grains intensify shelf competition	XXX	XXX	XXX

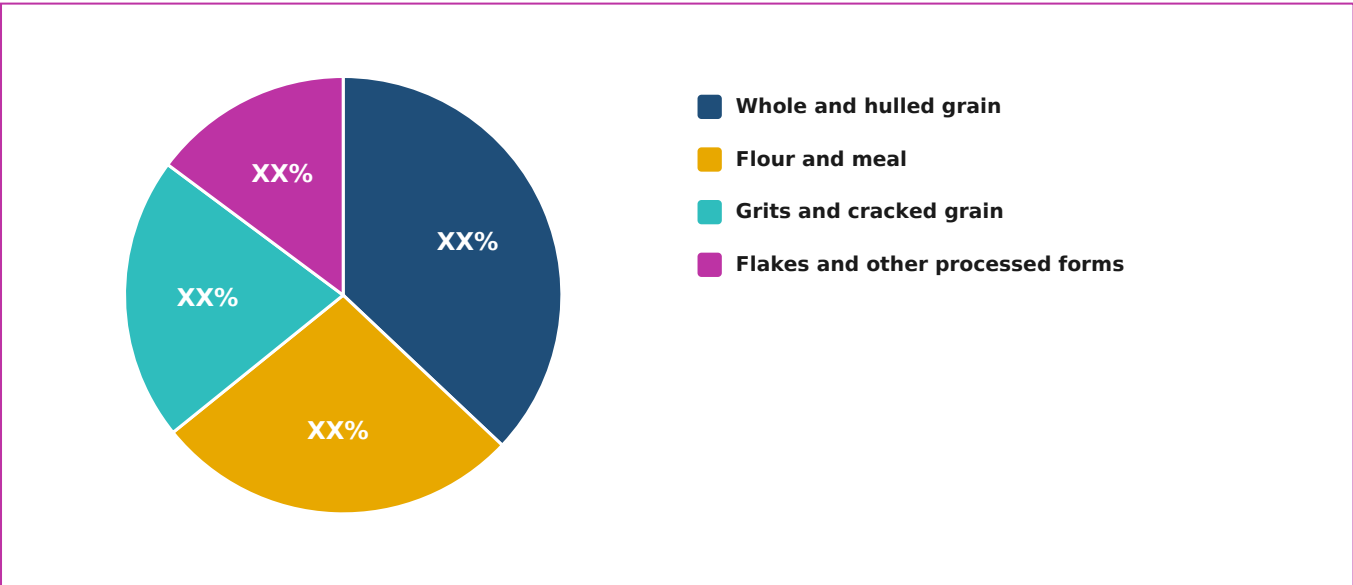
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Proso Millet Market Segmentation by Form, Grade and Application

By Product Form

Whole and hulled grain dominates because it serves household food, bulk ingredient, birdseed and feed channels with limited transformation. Flour and meal are gaining share as gluten-free formulators seek ready-to-use inputs with controlled granulation and documented allergen management. Flakes and grits remain smaller but benefit from breakfast, porridge and convenience-meal applications.

Value share by product Form, 2024



Source: XXX

Value by product Form, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Whole and hulled grain	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Flour and meal	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Grits and cracked grain	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Flakes and other processed forms	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

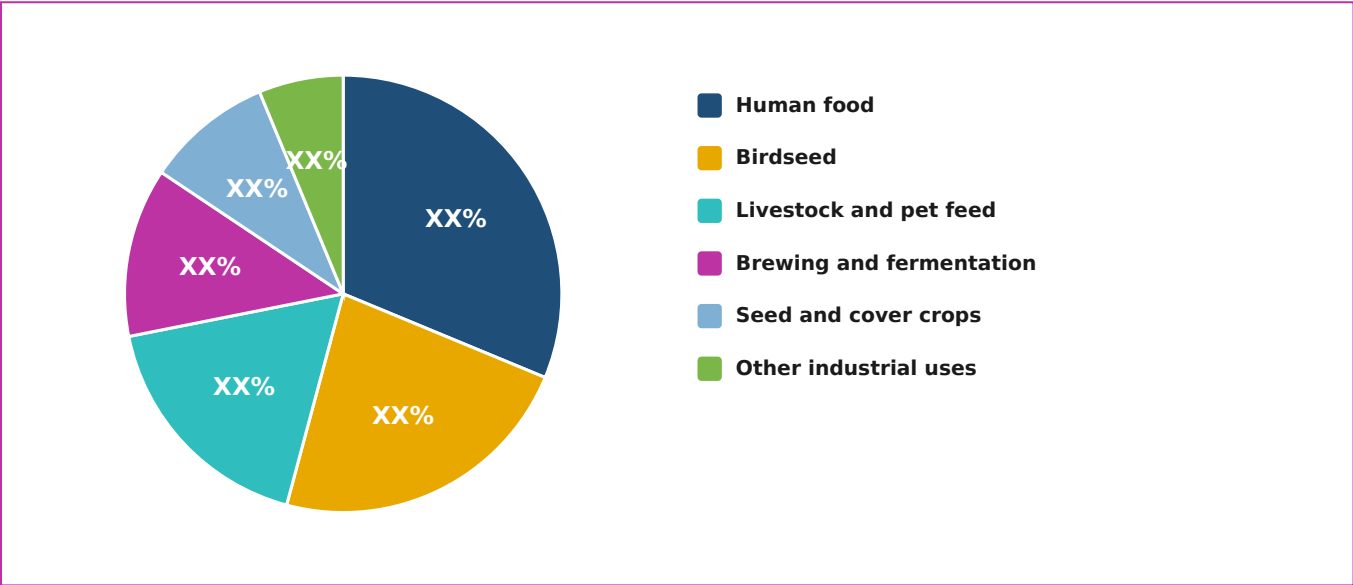
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By Application

Human food leads market value because cleaned, hulled and milled products command premiums over feed-grade grain. Birdseed and animal feed remain critical volume outlets and support whole-crop commercialization, particularly in North America and Europe. Brewing, fermentation and seed applications

are smaller but offer attractive growth where buyers value differentiated functionality or agronomic resilience.

Value share by application, 2024



Source: XXX

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Human food	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Birdseed	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Livestock and pet feed	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Brewing and fermentation	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Seed and cover crops	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other industrial uses	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Production Grade

Conventional food-grade grain holds the largest value share due to its use by millers and packaged-food manufacturers. Feed and birdseed grades remain substantial but face stronger price competition and lower traceability premiums. Organic grain is supply constrained and earns the highest unit realization, supporting rapid growth from a smaller base.

Value by production Grade, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Conventional food grade	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Feed and birdseed grade	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Organic certified	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Sales Channel

Processors, ingredient distributors, feed manufacturers and exporters dominate business-to-business transactions. Supermarkets and natural-food retailers provide the broadest consumer reach, but online and specialist channels are expanding faster because they can support niche pack sizes, organic claims and educational merchandising. Direct grower and cooperative sales remain important in seed, feed and regional food markets.

Value by sales Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Processors and ingredient distributors	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Feed, birdseed and pet-food manufacturers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exporters and commodity traders	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Supermarkets and natural-food retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Online and specialist retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Direct grower and cooperative sales	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

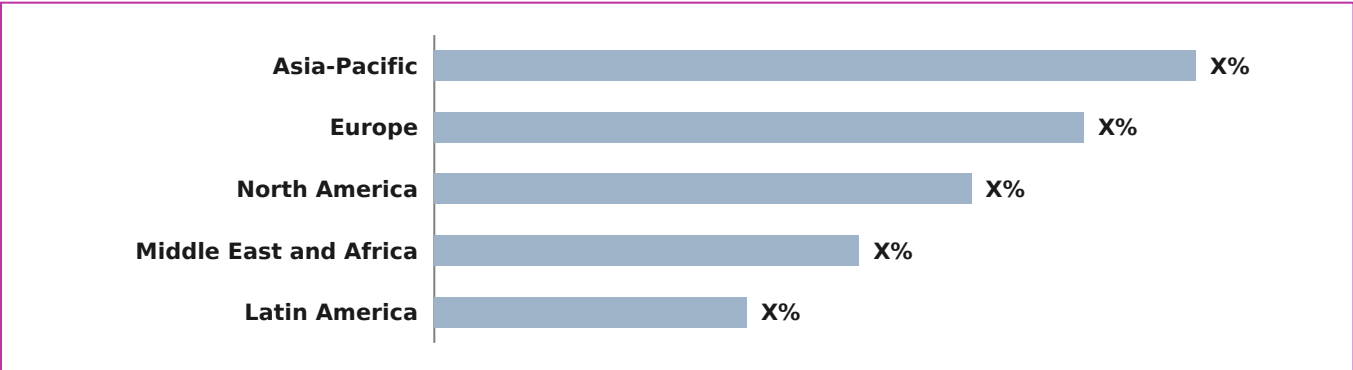
Proso Millet Market Regional Analysis and Country Outlook

Asia-Pacific generated XX% of global proso millet revenue in 2024. China remains the region's central production, processing and consumption hub, while India supplies a rapidly expanding millet-food ecosystem supported by branded packaged foods, food-service experimentation and public promotion of climate-resilient cereals. Japan and South Korea are smaller but higher-value destinations where traceability, convenience and premium grain quality carry greater weight.

North America is forecast to grow at XX% annually through 2031, the fastest pace among the regions. The United States combines a commercial dryland production base with established birdseed demand and a developing food-grade value chain; USDA reported XXX bushels of proso millet production in 2025. Contract acreage, food-designated genetics, gluten-free milling and cover-crop applications are widening the crop's addressable market.

Europe combines traditional consumption in Eastern markets with premium organic, gluten-free and natural-food demand in Western Europe. Ukraine, Poland and adjacent origins remain important to regional grain flows, while Germany, the United Kingdom and France provide attractive consumer markets for flour, flakes and multigrain foods. Supply-chain disruption and residue compliance are encouraging importers to diversify origins and maintain more robust inventories.

Growth rate by region, 2024-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2024	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2024	2031	Share 2024	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

Proso Millet Market Competitive Landscape and Company Share

The global proso millet market is fragmented, with the five largest suppliers accounting for XX% of 2024 revenue. Competition spans grain handlers, specialist ingredient processors, natural-food brands, seed developers and regional exporters; few participants control the chain from genetics and contracted acreage through dehulling, milling and branded retail distribution.

Scale leaders compete through origination networks, storage, cleaning and export logistics, while specialist processors differentiate through organic certification, allergen controls, identity preservation and application-specific milling. Food brands such as Bob's Red Mill, Arrowhead Mills and Eden Foods create consumer visibility, whereas The Scoular Company, The Andersons and Richardson International provide procurement and merchandising capabilities.

The strategic direction is moving toward food-designated cultivars, formal grading, grower contracts and dedicated processing lines. Partnerships between breeders, producer groups and ingredient companies will shape capacity expansion more strongly than large-scale consolidation, while selective acquisitions in specialty grains and natural foods will continue to broaden distribution.

Leading companies

Company	HQ	Est. revenue 2024	Market share 2024	YoY
The Scoular Company	XXX	XXX	XXX	XXX
The Andersons, Inc.	XXX	XXX	XXX	XXX
Richardson International Limited	XXX	XXX	XXX	XXX
Grain Millers, Inc.	XXX	XXX	XXX	XXX
Healthy Food Ingredients, LLC	XXX	XXX	XXX	XXX
Woodland Foods, Ltd.	XXX	XXX	XXX	XXX
Bob's Red Mill Natural Foods, Inc.	XXX	XXX	XXX	XXX
Hain Celestial Group, Inc.	XXX	XXX	XXX	XXX
Eden Foods, Inc.	XXX	XXX	XXX	XXX
Dryland Genetics	XXX	XXX	XXX	XXX

Source: XXX

Proso Millet Market Forecast and Commercial Opportunities

The market will add approximately USD XXX million in annual value between 2024 and 2031. Base-case growth assumes steady gains in food penetration, firmer premiums for segregated supply and continued demand from birdseed, feed and seed channels; flour, organic grain and consumer-ready formats will outperform bulk commodity grain.

Upside will come from successful mainstream launches in breakfast, snacks and ready meals, alongside wider use of proso millet in low-input rotations. A sustained supply programme linking improved genetics, agronomic support, contracted acreage and guaranteed food-grade offtake would accelerate investment in cleaning and dehulling capacity.

Winning suppliers will combine origin diversification with documented chain of custody, residue management and consistent functional specifications. Commodity exposure alone will produce uneven returns; the strongest margins will accrue to companies that convert proso millet into formulation-ready ingredients and communicate its culinary and agronomic advantages.

Opportunities

- Ready-to-cook millet meals, breakfast cereals and snack ingredients
- Contract-grown, identity-preserved food-grade proso millet
- Organic and regenerative-certified supply chains
- Low-alcohol and gluten-free fermented beverages
- Cover-crop seed blends for water-limited production regions
- High-value export corridors connecting North American and Eurasian suppliers with Asian and European processors

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