

The background of the slide is a top-down view of numerous small, round wooden bowls filled with different types of legumes, including lentils, chickpeas, and beans. The bowls are arranged in a grid-like pattern, and the entire image is overlaid with a semi-transparent orange filter. On the right side, there is a white geometric pattern consisting of overlapping hexagons.

MBOLD Protein Catalyst

Consumer listening analysis: Dry beans, oats and chickpea

October 2025



About MBOLD:

MBOLD is a coalition of leading Minnesota-based food and agriculture companies and innovators working collaboratively to accelerate innovation and build a more sustainable and resilient food system. MBOLD is an initiative of the GREATER MSP Partnership.

The MBOLD Protein Catalyst is a platform to drive innovation in protein sustainability and resilience by fueling the market success of plant-based proteins, among other strategies. We bring value chain stakeholders together to identify and address pre-competitive needs for research, development and commercialization support to enable plant-based proteins to be used in new ways and in a growing array of foods that consumers will love. Join us and learn more at mbold.org/protein.

MBOLD Coalition Members



Plant Protein Partners



Government
of Canada

Gouvernement
du Canada

Objective of the Consumer Listening study

- **To understand current perceptions** of key plant protein sources — Dry Edible Beans, Oats and Chickpea — by U.S. consumers and influencers based on on-line and social media activity
- **Identify related opportunities and challenges** from a consumer point of view
- **Inform prioritization of technical hurdles** to be addressed in the development of these botanicals as protein options given consumer sentiment

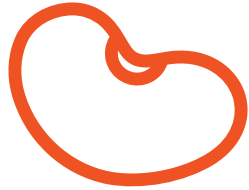
Methodology

On behalf of the MBOLD Coalition, General Mills explored what consumers are seeing and saying in both carefully crafted and equally candid places online through an “internet scrape”. The approach was to pull from the wide data sets available online including media reports, new product launch announcements and consumer package good reviews. We also reviewed posts from influencers and nutritionists, and online forums where consumers are talking like twitter/x, reddit, Instagram, and more.

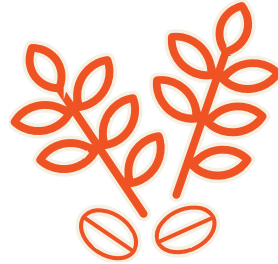
We screened these sources over the past 2 years and were surprised by what we found. Oat was so prevalently talked about — with 170,000 original posts (without reposts) — that we focused on only the past 6 months. We identified and reviewed 48,000 original posts for chickpeas and 11,000 for dry edible beans over the past two years.

We hope you will find this analysis helpful in understanding and addressing associated challenges and opportunities for further development of these botanicals as protein options.

MBOLD Prioritized Three Botanical Sources for Deeper Exploration



Dry Edible Bean



Oats



Chickpea

Scope of the Consumer Listening Analysis

Social Listening



Tik Tok



Consumer Reviews



TARGET



Nutritionists & Influencers

MAYO
CLINIC



Analysts & Media Reports



McKinsey
& Company



A Plethora of Online Content was Reviewed

Oats Protein

Source: McKinsey Novel Ingredient Survey 2023, n = 1,551

¹Question: How open would you be to trying foods and beverages that contain the following ingredients?
²Included for benchmarking purposes; plant-based proteins are not considered novel ingredients.
³Excludes plant-based proteins.



Market Reports

'Revolutionary' high-protein oats 'supercharge' Bob's Red Mill breakfast option

By Elizabeth Crawford
02-Apr-2023 Last updated on 02-Apr-2023 at 13:10 GMT

Source: [Link](#)

New Product Launches

Protein shakes and protein bars. Also I mix protein powder with my oatmeal and eat a good amount of protein yogurt, I usually eat 500-600 calories and get 40 grams which isn't super high but enough for me

Christine Moody
@ChristineMoody

My go to is oatmeal, with peanut butter, protein powder, and blueberries. Would typically have as an afternoon snack before lifting weights once I got off from work.

There were mixed response if Oats can help manage blood sugar spikes

Noted Health Benefits

Protein shakes and protein bars. Also I mix protein powder with my oatmeal and eat a good amount of protein yogurt, I usually eat 500-600 calories and get 40 grams which isn't super high but enough for me

Christine Moody
@ChristineMoody

My go to is oatmeal, with peanut butter, protein powder, and blueberries. Would typically have as an afternoon snack before lifting weights once I got off from work.

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Consumer Conversations

Some key benefits of oats in a concise format: Oats are a useful source of beta-glucan and soluble fiber in general: "Oat and oat by products have been proven to be helpful in the treatment of diabetes and cardiovascular disorders. Oat bran in particular, is good source of B complex vitamins, protein, fat, minerals besides..."

2024/11/23 01:10 PM
Kristie Leong M.D. @DrKristieLeong
55K followers

Discover top sources of soluble fiber and how they benefit your health. From oats and legumes to fruits, vegetables, and nuts, see how these foods can enhance digestion and support heart health. #fiber #infographic #Nutrition #HealthyEating #FiberBenefits

Nutritionist Posts

Top 50 Mentions - CHICKPEA

chickpea good bean food
recipe eat try protein salad
add time meal more pasta day
new delicious rice make tomato
chicken other healthy oil ingredient fresh pea
dinner cheese find onion flavor sauce cook pepper
great dish high potato base free lentil vegan way serve easy
include garlic olive help

Top Keyword Mentions

Best non-wheat pasta I've ever made or tasted. Has been a godsend for helping me lose weight and get healthier. Replacing a starch with a vegetable that most people don't notice is any different from classic boxed pasta.

Supes @usasmitty
558 followers

Tried chickpea spaghetti & w/my bomb sauce it's a win for me! Pros: High in protein - about 13-15g per serving, compared to ~7g in regular pasta. High in fiber - keeps you full longer and your gut happy. Lower glycemic index - won't spike your blood sugar as much. Gluten-free

Goofy Food
@GoofyFood

Good dinner, w/vegan bacon w/pepperoni

Tabitha Brown @IamTabithaBrown
304.9K followers

Very good!! My first time having Chickpea sticks but they were delicious very similar to falafel but crispy and lighter in texture

Recipes

Organic chickpea flour-
Majorly positive reviews
There were no reviews related to allergy/digestive concern

#1 Top Rated

Ecommerce reviews
~171, negative

Ecommerce reviews
~200, negative

Consumer Reviews

On-line Mentions, by the Numbers



OAT over past 6 months



CHICKPEA over past 2 years



BEAN over past 2 years

Key Findings



Overall, very positive social chatter about beans, oats and chickpeas with quite limited negatives

Consumers are talking about beans, oats and chickpeas as both products and as ingredients

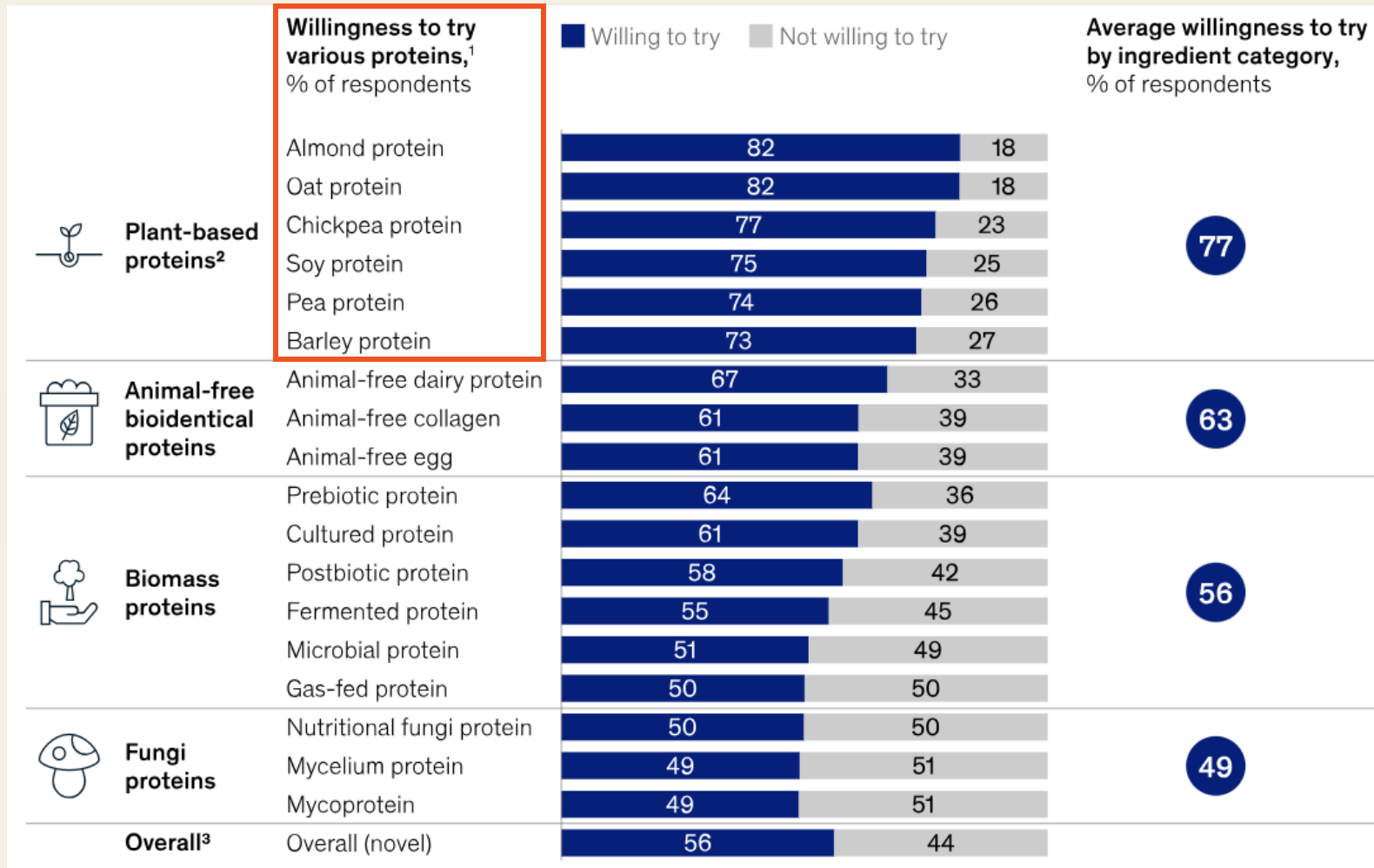
Opportunities for further development of these plant proteins are actionable

Advances in R&D could tackle the key challenges identified

Insights Overview

	<u>Oats</u>	<u>Chickpeas</u>	<u>Beans</u>
Volume of conversations	170K (6 months)	48K (2 years)	11K (2 years)
Usage Occasions Popular Recipe Formats	- Breakfast staple (oatmeal, oat milk) Oat Cookies - Rising popularity in specialty coffee (oat milk) - Personalized oatmeal bowls (protein, nuts, sweeteners) - Oat milk lattes	- Versatile – Popular in Salads, Pasta - Hummus, Curries	- Traditional "comfort food" occasions -Southern US cuisine - Soups Stews Dips
Drivers of Motivations	- Health-consciousness (fiber, blood sugar) - Convenience food (oat milk, overnight oats) - Oat protein- little conversation - But consumers show acceptance (McKinsey survey)	- Protein content (plant-based protein) - Gluten free	- Familiarity - Comfort - Affordability - Consumers don't talk much about beans' protein content
Other	- Oat milk is the clear leader in the plant-based milk category for coffee orders (Link) - Consumers readily pay extra for oat milk - Oat milk's adoption rate is exceptionally fast		
Perceived Health Benefits	- Consumers do believe in benefit from Oat Fiber (satiety, digestion) - Mixed sentiment for Blood sugar management	- Protein content (muscle growth) - Fiber (some awareness)	Hearty and nutritious meal (implied)
Consumer Concerns	- Many consumer complain about Oatmeal-Texture (especially overnight oats) & Taste (blandness) - Multiple Brands – have recently launched product to make oatmeal Better tasting/ Indulgent - Improved oat protein content via breeding	- Some Consumers complaint about digestive discomfort (bloating, gas). - Allergy (1-2 posts)	Digestive issues (gas) Taste and texture (blandness)

Consumer Receptivity to Various Plant + Alternative Proteins



This curve shows higher acceptance of plant-based protein than other alternative protein sources

¹ Question: How open would you be to trying foods and beverages that contain these protein ingredients?

² Included for benchmarking purposes; plant-based proteins are not considered novel proteins.

³ Excludes plant-based proteins.

Source: McKinsey Novel Ingredient Survey 2023, n = 1,551

Beans:

America's Comfort Food Staple



Beans, a beloved comfort food especially in the South, are a versatile kitchen staple used in soups, salads, dips, and pasta sauces across America.

Posts: 11K posts without retweets

Time: 2 years

Region: US

Sources: Social media, Forums, Ecommerce reviews

Beans: Consumer Conversations: Real Stories from Real People

From simple weeknight dinners to elaborate family gatherings, beans continue to bridge generations through shared culinary experiences. The consistent theme across consumer conversations is their reliability as both an economical and satisfying meal foundation.



nobody you know
@mysorryheart2

Got a little inspired this morning. Northern white beans sautéed with tomato, fresh herbs and loads of confit garlic. It's quite good.

OzarkBushwhacker @LordOzk 2025/05/05
374 followers

Southern love is a steamy pot of white beans and ham with a skillet of cornbread.

Crappie-doc ?? @crappiedoc
5.6K followers
2025/05/06 05:38 AM
Mom kept navy bean soup on rotation for dinner growing up. It was inexpensive and tasty. She always flavored it with some type pork, usually ham. If you're a bean lover, I'm tellin' ya, this will scratch an itch!v

Erin Howett 11 subscribers 2025/05/07 20:05

I like blending white beans into any creamy soup and then I only have to use a little/no cream and there's more protein!



Beans — Consumer Conversations

Beans are perceived as affordable yet flavorful, making them a frequent choice for consumers in weekly meal routine



[Kim? @Time4Change_25](#)

1.7K followers

[2025/05/05 09:42 PM](#)

[@UCantFoolMom](#) A friend told me this simple recipe just for those moments or you don't want to cook. A can of that, a can of white beans, and a white chicken chili seasoning packet. I added a can of roasted corn with the last batch that I made.

[joe mama @joe_520220](#)

2.2K followers

[2025/04/19 01:22 PM](#)

[@lippyent](#) They weren't just any bean, they were navy beans, cooked to perfection. My mom was one of the most innovative cooks I had ever met. I miss her and her Navy and pinto beans.

[Shawn Malseed @shawn_malseed](#)

4.1K followers

[2025/04/18 11:57 PM](#)

[@lippyent](#) Yes! My mom used to make that.. Navy bean soup! I loved it! There were seven kids in our family and we were not rich. So we ate a lot of food like that.

[Donna Jones](#)

1.5K followers

[2025/05/13 03:27 PM](#)

This cheesy high-fiber, high-protein Boursin casserole recipe with white beans and ground chicken is so flavorful and delicious. #30Seconds #casserole #protein #fiber #dinner #food #recipe #yum #delicious #whatsfordinner [@elisatalk https://30seconds.com/food/tip/85884/Cheesy-High-Protein-Boursin-Casserole-Recipe-With-White-Beans-Ground-Chicken-9-Ingredients](#)

The Southern Lady Cooks

[@SouthLadyCooks](#)

42.2K followers

[2024/08/04 12:45 AM](#)

This hearty slow cooker sausage, white bean and pasta soup is one your family will love. Loaded with delicious vegetables and total comfort food. #soup #beans 125 likes, 4.4K views



Beans — Consumer Conversations



- Consumers perceive Beans as “comfort food”
- For consumers from southern states, beans are part of traditional recipes
- Versatile use in recipes—ranging from soups, salads to savory dips and pasta sauces

Top Mentions:

bean white white beans
white bean soup chicken good
recipe tomato cook chili day onion add
navy eat potato garlic pepper dinner time salad food bean soup
red

Alfred A McGarity @fordshorty_a
518 followers

2025/04/18 22:25

@lippyent Those are navy beans with ham! It's a weekly staple for some in the South. A slice of cornbread, and a few slices of tomato should complete the meal. A slice of fried livermush if want protein! You get the whole package for \$2.00!

9Ether Lioness
30 subscribers

2025/04/29 23:36

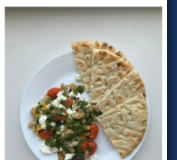


Love white beans/navy beans baaaby. My momma used to put her for in those. I make them now.

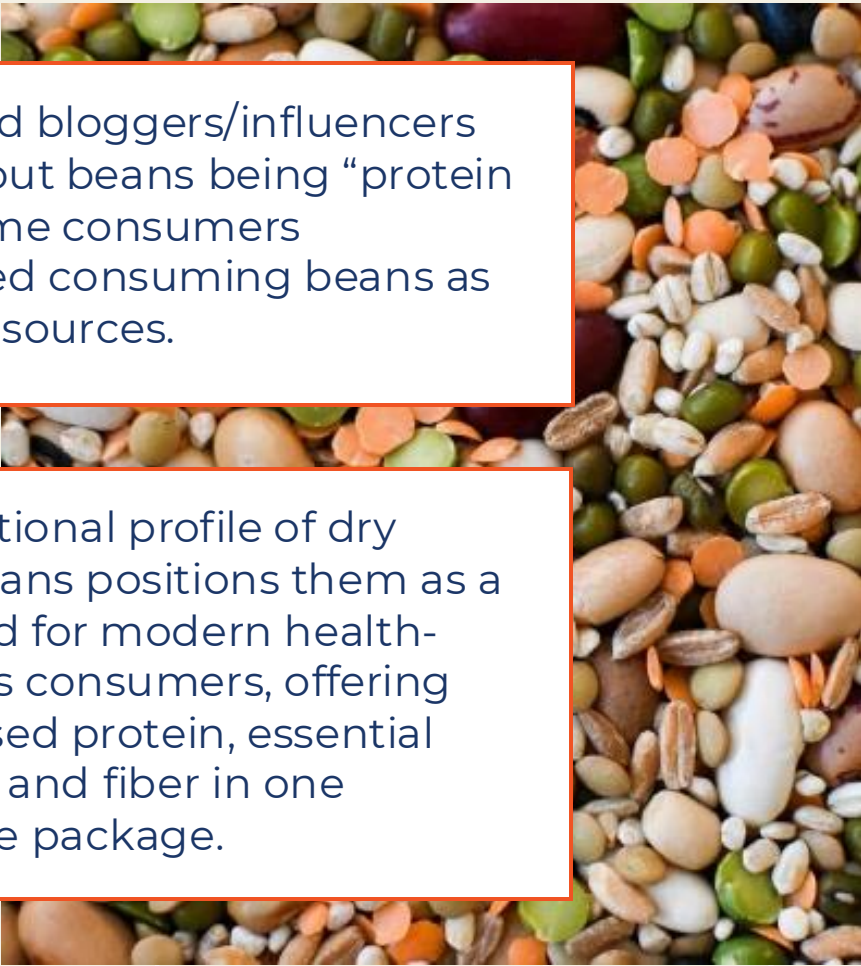
Laura Conrad @conrad_l
207 followers

2025/05/07 13:50

Today's lunch from @blueapron = Green Shakshuka with white Beans & Cila rep sauce. Very flavourful and super easy to make. I would make this again and play with a vegan version with a couple of substitutions and no egg/feta. 🙌 🙌



A Nutritional Powerhouse: The Health Benefits



Many food bloggers/influencers share about beans being “protein rich”. Some consumers mentioned consuming beans as a protein sources.

The nutritional profile of dry edible beans positions them as a superfood for modern health-conscious consumers, offering plant-based protein, essential minerals, and fiber in one affordable package.

CamillaSaulsbury PhD @camillacooks

2025/02/02 13:22

2.2K followers

Simple white bean **protein** bagels with 13 grams **protein** each. #highprotein #oilfree #glutenfree #grainfree #yeastfree #WFPB #plantprotein

Frank from Florida @RealFrankFromFL

2025/01/16 11:30

12.8K followers

@Bstn_trumpstah If I did that no one else would eat it lol I threw some white beans in this time tho to **add a bit of protein**

Renegade Chungus @RenegadeChungus

2024/12/23 16:44

5K followers

@NatalkaKyiv I love making mine with beef soup bones for stock and **white beans for protein**. Also homemade toasted rye bread with garlic and butter 😊



[Michelle Micheal](#) ☰

2025/03/03 10:52

9 subscribers

I agree with Jodie's comments, I add white beans whenever I can so that **amps up the fiber**.

[Daniel Raz | Easy Fat Loss at Home @DanielRaz_Fit](#)

62.1K followers

2025/04/22 12:28 PM

#5: White Beans ½ cup = 500mg potassium 1 cup = 1,000mg+ Insane combo: → Plant protein → Fiber → Potassium **Beans aren't boring. They're metabolic medicine.**



Concerns with Dry Edible Beans

A small number of posts expressed concerns about beans, primarily:

- Digestive sensitivity (gas and bloating)
- Perceived lack of flavor when prepared plainly
- Texture preferences in certain preparations

Liz Carlisle, Assistant Professor at the University of California, Santa Barbara, has also recorded this pattern in an informative booklet about lentils that she co-authored with Montana State University in 2016. Her research found that the biggest **concern for Montana residents when it came to eating pulses was flatulence.**

X-Brand?? ? @Luckymagick

794 followers

Did you eat white beans? You **farted** very bad!! 🤢🤢

May 23, 2025

Size: 8 Ounce (Pack of 1)

Pretty great, taste and texture is obviously slightly different from regular noodles, but they're really good and super healthy

2024/03/18 06:34 PM

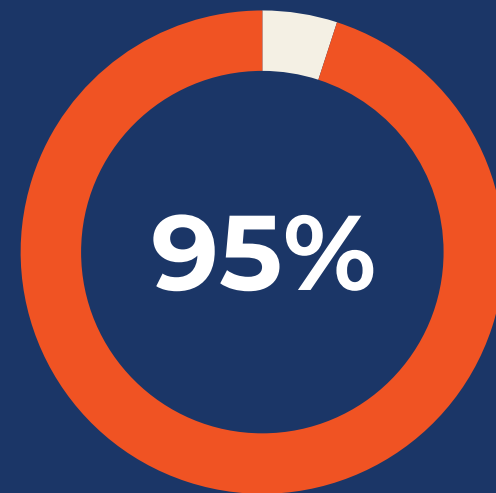
Sooo... my digestive system really seems to **dislike beans. Black beans. Pinto beans.** White beans. Massive bloating, pain, and all the other fun stuff that comes with digestive issues. I know some people struggle with legumes but I have zero issue with peanuts. So, wtf



Beans — Key Conclusions

Beans face minimal negative sentiment from consumers.

This analysis found only a small number of posts (approximately 150 mentions) expressing concerns about beans, primarily focusing on digestive issues or perceived blandness.



Positive Reception: Overwhelming consumer satisfaction

The data clearly demonstrate that beans maintain strong consumer loyalty and positive sentiment, with concerns representing only a small fraction of overall consumer conversations.

This positions beans as a reliable, beloved ingredient with tremendous market potential.



The Oat Revolution:

From Breakfast Staple to Nutritional Powerhouse



Oats have evolved from a simple breakfast grain to **a versatile nutritional foundation** that's reshaping how consumers approach healthy eating. Below we explore the current oat landscape, consumer perceptions, emerging innovations, and market opportunities in the rapidly growing oat-based food sector.

Posts: 170K posts without retweets

Time: 6 months

Region: US

Sources: Social media, Forums, Ecommerce reviews

Consumer Oat Consumption Patterns & Preferences

Dominant Consumption Formats

Oatmeal

The traditional breakfast champion, predominantly consumed in the morning with various toppings and flavor enhancers

Oat Milk

Leading plant-based milk alternative, especially popular in coffee shops and specialty beverages

Oat Cookies

Popular snack format combining comfort food appeal with perceived health benefits

Consumer Enhancement Strategies

Consumers actively customize their oats to improve both nutritional value and taste experience. The most common additions include:

- **Protein sources:** Nut butters, protein powders, and Greek yogurt
- **Natural sweeteners:** Honey, maple syrup, and fresh fruits
- **Texture enhancers:** Nuts, seeds, and dried fruits
- **Flavor boosters:** Cinnamon, vanilla, and cocoa powder

danahassonn
0 subscribers

2024/09/24 17:22



oats chocolate chips cookie bar 🍪🍪🌟 PT. 2 #cookies
#oatscookies #cookiebar #homemadeish #homemadedesserts



aurora mae
@auroramae

Protein Oatmeal

1/3 cup rolled oats: 100 cal
1/2 scoop protein powder: 60 cal
1/4 cup unsweetened almond milk: 10 cal
1 tsp peanut butter: 30 cal
Total: 200 Calories

Energizing and a good balance of protein and carbs!



Oat - Health Perceptions: Benefits vs. Barriers

Recognized Health Benefits



Heart Health Support

Oats contain beta-glucan, which helps lower cholesterol levels and supports cardiovascular wellness



Digestive Benefits

High fiber content promotes satiety, regular bowel movements, and overall digestive health



Blood Sugar Management

Mixed consumer understanding, but experts emphasize oats' ability to slow digestion and aid glucose control

Consumer Concerns & Barriers



Texture Challenges

Many consumers, particularly with overnight oats, find the texture unpleasant and off-putting



Taste Limitations

Frequent complaints about bland, "horrid" taste that requires significant flavor enhancement



Oats

- Predominantly a **Breakfast food**
- **Dominant Formats:** Oatmeal, **Oat milk** followed by **Oat Cookies**
- **Pairing:** Consumers add **Protein sources** (e.g., nut butters) to their Oats, Nuts & Fruits
- Sweeteners (honey)

2025/02/06 04:14 PM

Chocolate
peanut oats with
caramelized banana and
cinnamon roll nut butter



Top 50 Mentions

oat oatmeal milk good eat
oat milk day breakfast time try
food think protein Oats add egg
butter cookie love sugar thing feel
honey start more year like cereal fruit make
great other almond water morning chocolate banana coffee
cream whole people yogurt healthy little help work find lot week buy

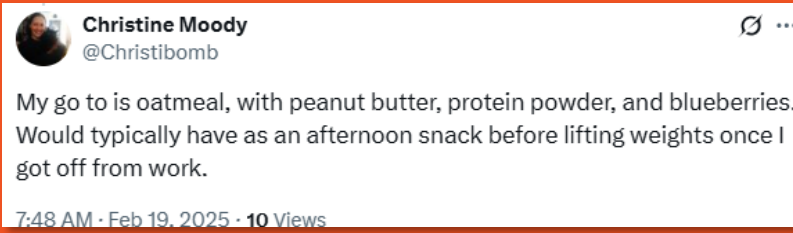


Oats – Health Benefits

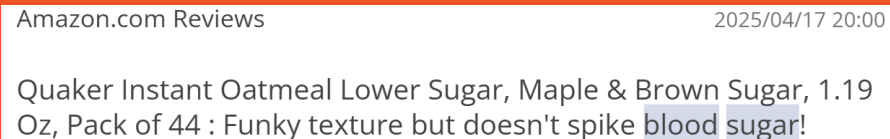
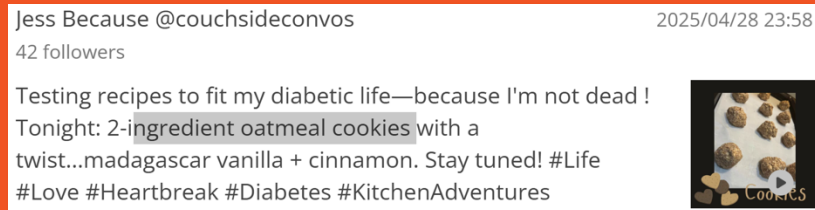
Oat Protein- Hardly any conversation. In fact consumers add protein rich ‘powders’ or ‘nut butters’ to enhance the *protein content*.

Protein shakes and protein bars. Also I mix protein powder with my oatmeal and eat a good amount of protein yogurt, I usually eat 500-600 calories and get 40 grams which isn't super high but enough for me

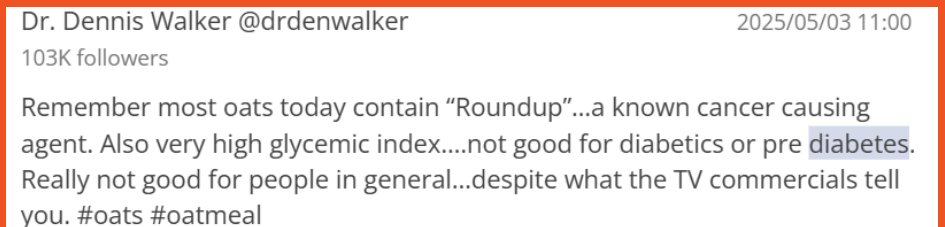
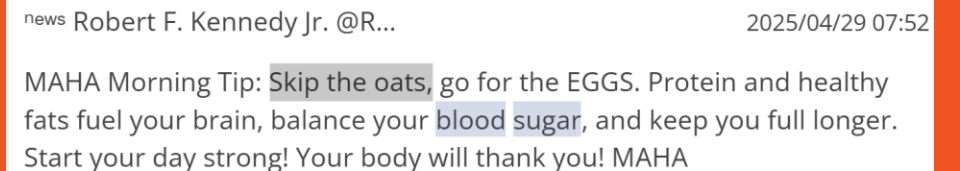
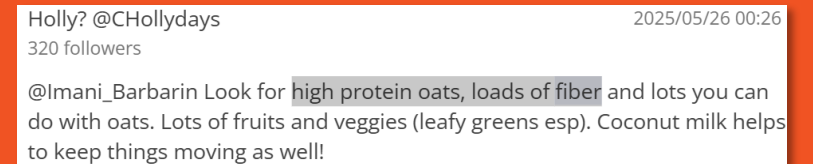
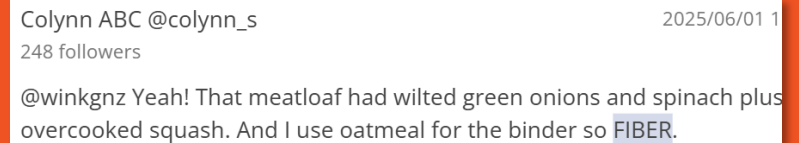
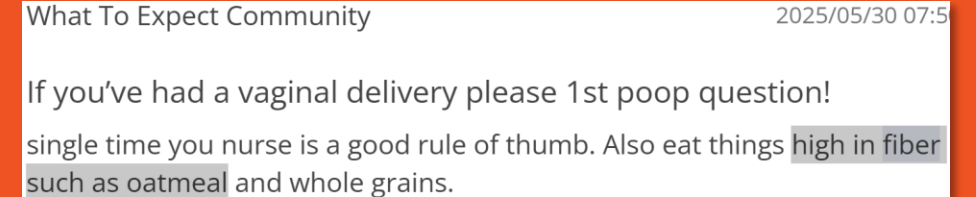
12:05 AM · Jun 3, 2025 · 43 Views



There were **mixed responses** if Oats can **help manage blood sugar spikes**



Oats are popular as **Fiber source-** Consumers believe them to have Health benefits like satiety, bowel movements



Oats — Consumer Concerns

Many consumers dislike oats, particularly overnight oats, due to their **unpleasant texture** and **bland taste**

[Robworld?❤️ @_princess_layaa](#)

128 followers

[2024/12/28 02:22 PM](#)

First eating overnight oats, and I won't be doing it again. **The texture is not it for me.**

[Cakes In Abuja ??? @Wendy_Nemere](#)

5.5K followers

[2024/07/10 10:55 AM](#)

Tried eating Oats again after 18 years or so. Still hate it. Still **has a shitty taste**. No amount of milk helps 🤢🤢

[Jojo? @jojoxcvii](#)

4.3K followers

[2024/11/12 06:16 PM](#)

I HATE OATS. The **texture in my mouth makes me want to die.**

[Bon Bon](#)

[@flymiamiibro22](#)

25 followers

[2025/02/17 05:01 PM](#)

Absolutely hate the **texture of overnight** oats it's so horrid

[2025/01/28 01:45 PM](#)

Overnight
oats taste terrible

[Walmart Reviews](#) [2024/12/30 19:00](#)

Quaker, Protein Instant Oatmeal, Maple & Brown Sugar, 2.11 oz, 6 **Packets : Bland and flavorless**

I was really excited about this flavor having protein. I love the original, so this one should be a slam dunk, right? Wrong. There is absolutely zero flavor to this oatmeal. I'll most likely see if one of my co-workers wants it.

[2025/04/25 01:40 PM](#)

[@Sailmysoul2sea](#) I **couldn't eat oatmeal i hate the texture** i tried it with rolled oats and it kept it cold. i can tolerate it. So now i have to find more recipes

[★ @chanbaekmeows](#)

728 followers

[2024/07/11 05:20 AM](#)

we as a nation should ban oats like the **texture makes me go**



What Experts (Nutritionist, Influencers) are Saying

Emphasize oats' ability to support heart health, aid digestion, improve blood sugar management

[Vishal Patel @AnirudhDhoni07](#)

3.5K followers

[2025/02/11 01:33 PM](#)

Here are some key benefits of oats in a concise format: Heart Health

: Oats contain beta-glucan, which helps lower cholesterol. Digestive Health

: High in fiber, promoting regular bowel movements. Blood Sugar Control: Slows digestion, aiding in blood sugar management. Weight...

[Nutrition Detective ? - Dr. Garrett Smith @NutriDetect](#)

27.3K followers

[2024/09/06 07:08 PM](#)

Oats are a useful source of beta-glucan and soluble fiber in general: "Oat and oat by products have been proven to be helpful in the treatment of diabetes and cardiovascular disorders. Oat bran in particular, is good source of B complex vitamins, protein, fat, minerals besides...

[Mayo Clinic @MayoClinic](#)

2M followers

[2025/03/08 01:30 PM](#)

Oats are more than just a breakfast staple—they're a powerhouse of fiber, protein, and essential nutrients. They **help keep you full longer, support heart health, and promote balanced blood sugar levels.** Power up your day: <https://communityhealth.mayoclinic.org/featured-stories/oatmeal-benefits?sf217487675=1>

[2024/11/23 01:10 PM](#)

[Kristie Leong M.D. @DrKristieLeong](#)

55K followers

Discover top sources of soluble fiber and how they benefit your health. From oats and legumes to fruits, vegetables, and nuts, see how these foods can enhance digestion and support heart health. #fiber #infographic #Nutrition #HealthyEating #FiberBenefits

[Harry Psaros @PittGuru](#)

[44.8K followers2025/05/13 07:37 PM](#)

Gut health = brain health

Research shows many children on the autism spectrum benefit from:

- Probiotic-rich foods (yogurt, kefir)
- Fiber (fruit, veggies, oats)
- Less processed sugar

The gut-brain connection is real.



Oat - Innovation & Market Opportunities

Revolutionary Product Developments

1

High-Protein Oat Varieties

Bob's Red Mill's breakthrough Protein Oats deliver 9-10g natural protein per serving—60% more than standard oats through genetic selection, not modification

- Gluten-free, non-GMO, USDA-organic
- 48% reduction in processing emissions
- Versatile applications from stovetop to overnight oats



2

Premium Convenience Solutions

Mush's Protein Overnight Oats address texture concerns with 15g protein per cup in indulgent flavors like Peanut Butter & Jelly and Chocolate Brownie

- Clean-label ingredients with no artificial additives
- Ready-to-eat convenience format
- Strategic flavor innovation



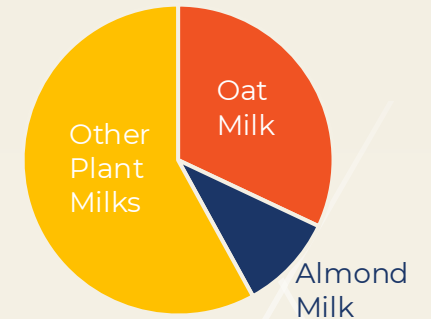
3

Foodservice Integration

Major chains like Jamba and Acai are reintroducing oatmeal bowls with premium toppings, signaling renewed market confidence

- Steel-cut oatmeal with gourmet toppings
- 26g protein formulations with chia and flax
- Plant-based positioning

Oat Milk Market Dominance



Key Insight: Oat milk leads plant-based alternatives with 33% of coffee orders, demonstrating strong consumer willingness to pay premium prices for perceived value and sustainability benefits.



New Product Launch Example – Protein Oats

Bob's Red Mill has launched its **Protein Oats**, made from a conventionally bred oat variety delivering 9–10 g natural protein per serving, with **no added powders**

+60% Protein vs Standard Oats:

The new oats offer up to 60% more protein than regular rolled oats solely via genetic selection, not modification.

Sustainable Profile:

Customer-friendly sustainability angle—these oats shed their hulls pre-harvest, reducing processing and related emissions by **~48%** compared to traditional oats

•**gluten-free, non-GMO** and **USDA-organic**

Versatile Applications:

Promoted for use across contexts—from **stovetop cooking (15 min)** to **overnight oats**, for hearty breakfasts or baked goods

**'Revolutionary' high-protein oats
'supercharge' Bob's Red Mill breakfast option**

By [Elizabeth Crawford](#),
Food Navigator
02-Apr-2025 Last updated
on 02-Apr-2025 at 13:10 GMT



'Hull-less' oats from Bay State Milling also meet rising demand for more fiber and clean label, nutrient-dense options to complement GLP-1 medications

"What we love about this oat is the simplicity of it. It is just oats and old-fashioned farming. Our supplier worked well over a decade on breeding this crop so that it has up to 60% more protein than regular oats. That allows us to deliver 10 grams of protein from just the oat – no additional protein powders, nothing else," Daniel Barba, vice president of marketing at Bob's Red Mill, explained at Natural Products Expo West.

Source: [Link](#)



New Product Launch Example – Overnight Oats

High-Protein Offering: Each cup delivers **15 g of protein**

Indulgent Flavor Range: Flavors include Peanut Butter & Jelly, Cookies & Cream, and Chocolate Brownie

Convenient Grab-and-Go: Ready-to-eat cups—consumers seeking nutritious convenience.

- Protein-enriched convenience foods
- Flavor innovation
- Clean-ingredient transparency

Clean-Label Ingredients:

Uses oat milk, rolled oats, roasted peanuts, almond butter, and dates—**free of artificial additives**

Strategic Category Expansion: Extends Mush’s portfolio beyond bars to functional, high-protein breakfast solutions—strengthening position in plant-based, ready-to-eat offerings

Mush’s Protein Overnight Oats

Mush’s innovation taps into multiple consumer and market dynamics—functional nutrition, flavor excitement, and clean labeling—positioning it strongly within the broader plant-based, convenience breakfast segment.



Nutrition Facts	Amount/ serving	% DV	Amount/ serving	% DV
	Total Fat 8g	10%	Total Carb 40g	14%
	Sat Fat 1.5g	7%	Fiber 7g	23%
	Trans Fat 0g		Total Sugars 14g	
	Cholest 0mg	0%	Incl 0g Added Sugars	0%
Serving size 1 Container (156g)	Sodium 280mg	12%	Protein 15g	29%
	Vit. D (0% DV) • Calcium (4% DV)		Iron (10% DV) • Potas. (8% DV)	
Calories per serving	280			
Ingredients: Oat Milk (Water, Oats), Rolled Oats, Peanuts, Dates, Sea Salt.				
Contains: Peanut.				

Amount/ serving	% DV
Total Carb 40g	14%
Fiber 7g	23%
Total Sugars 14g	
Incl 0g Added Sugars	0%
Protein 15g	29%
Iron (10% DV) • Potas. (8% DV)	

Ingredients: Oat Milk (Water, Oats), Rolled Oats, Peanuts, Dates, Sea Salt.



New Product Launch Example – Oatmeal Bowls

- **Berry Brown Sugar Oatmeal Bowl**

- Steel-cut oatmeal and oat milk topped with brown sugar, strawberries, and blueberries

- **Peanut Butter Banana Crunch Oatmeal Bowl**

- **Strawberry + Nutella & Coconut Oatmeal Bowl**

Oatmeal bowls are back at Jamba!

Jamba is popular **smoothie** brand, surprised its **customers** with the return of its delicious **oatmeal bowls**. These bowls, topped with fruit, creamy peanut butter, and **Nutella**, have become fan favorites.



Overnight Oats at Acai!



Popular açai bowl and smoothie chain launched a brand-new range of **Overnight Oats**

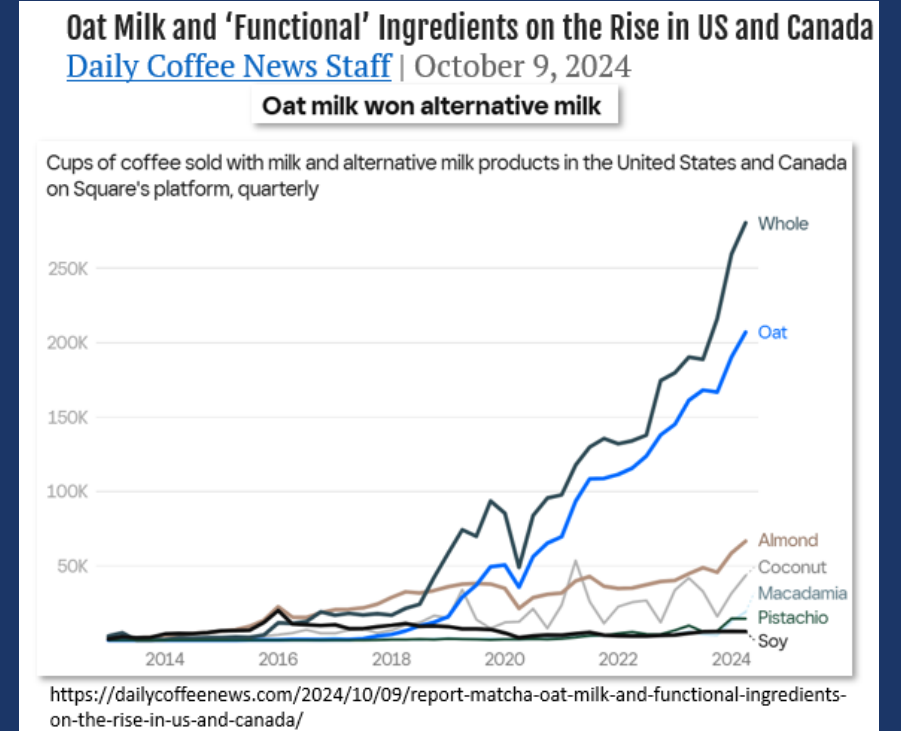
- ✓ **OAKMEAL** **plant-based, protein and fiber-rich power breakfast.**
- ✓ **Whole grain rolled oats**, whey protein, chia seeds and flax seeds that packs 26 grams of protein in each serving



Oats — Key Conclusions

Oats are trending, there is positive momentum in the market.

Consumers favor oats for their versatility in the morning eating occasion and baking.



Positive Reception:

Fastest rising milk alternative source

Consumer acceptance for new botanical is impressive, quickly becoming consumers' preferred barista after dairy milk.

Chickpeas:

Protein-Rich Plant-Based Powerhouse



An essential staple for plant-based nutrition and wellness

Posts: 48K posts without retweets

Time: 2 years

Region: US

Sources: Social media, Forums, Ecommerce reviews

Chickpeas – Consumer Conversations

Chickpeas, Protein-Rich Staple
especially in Plant-Based Meals



Natitty
@kingnathalia

The pasta is made from chickpeas and has lots of protein.

Casual Dude @Sexagenarian59
342 followers

2025/04/30 19:25

@KitchenSanc2ary @Living_Lou Hummus w red peppers is one of the best. Hummus is very healthy. Hummus will make you smarter 🧠 than a 5th grader! Has copious amounts of essential fatty acids, #Omega3Fats. And to boot, it has excellent grade protein. And throw in some fiber to finish it off, baby. #Chickpea.

Juan_Solos @itsJuanSolos
90 followers

2025/04/18 02:11

@coffincutter Finding ways to add protein and/or fiber will help keep you full longer. I basically just added chickpeas to everything I eat lol

Top 50 Mentions

chickpea good bean food
recipe eat try protein salad
add time meal more pasta day
new delicious rice make tomato
chicken other healthy oil ingredient fresh pea
dinner cheese find onion flavor sauce cook pepper
great dish high potato base free lentil vegan way serve easy
include garlic olive help

Lain 🌱 @iwa0930

358 followers

2025/05/14 08:39 PM

@noteatrawskin i mean you can still eat tofu, chickpeas **and more plant based protein sources** 😊



Chickpeas — Perceived as Nutritious, Versatile, and Beneficial for Wellness

- Majority of consumers eat chickpea because of the protein
- There are some consumers who mention about the fiber benefit too
- Individuals managing diabetes or seeking to control blood sugar levels

I have **been making salads** with them chickpeas. They are **high in fiber**. I **add a protein** which slows the sugars from going into your blood. Today's salad was made with chickpeas, cucumbers, cheese cubes, diced carrots, red onion, lemon juice, olive oil, dill, salt and pepper.

Excellent way to get healthier and lose weight while tasting great!

April 6, 2025 **Size: 8 Ounce (Pack of 1) Verified Purchase**

Best non-wheat pasta I've ever made or tasted. Has been a godsend for helping me lose weight and get healthier. Replacing a starch with a vegetable that most people don't notice is any different from classic boxed pasta.

I can handle pasta made from lentils, beans and chickpeas. I am trying orzo made from chickpea flour. So far so good, and I find it's a great sub **for rice**. **Even brown rice spikes me.**

1000 GRAM WIZARD @1000GRAMWIZARD

2025/02/18 17:25

82 followers

I'm going to lower my daily **calories** to 2000 a day, 200 grams of protein, multis, chickpeas, beans, fruits for fiber. I should be 20% bodyfat in like three months. And continue going to the gym 7 days a week.

Tabitha Brown @IamTabithaBrown

2025/04/28 06:15 AM

304.9K followers

Very good!! My first time having **Chickpea sticks** but they were **delicious very similar to falafel but crispy and lighter in texture** ❤️



3 140 metrics



Chickpea — Health Benefits Drive Consumer Choice

High Protein Content

Primary reason consumers choose chickpeas for plant-based meals

Blood Sugar Control

"Drastically improved my blood sugar" — consumer testimonial

Fiber Benefits

High fiber content aids digestion and promotes fullness

[scott aka sandra @sjk_sd](#)

274 followers [2025/05/13 03:26 PM](#)

[@BratMindy](#) I noticed your meal plan from a few days ago did not have much protein and you need protein to help grow and keep muscle mass. If **you are vegan adding a portion of lentils, chickpeas, nuts or other high protein source should be to each meal.**

My body loves them. For me they've **drastically improved my blood sugar** and it will actually come down after eating them. There might be carbs but you have all that fibre and protein. Calorie wise they're great because they're filling. Our bodies all work differently.

November 7, 2024 I have gestational diabetes so I have to be very careful about the carbs I choose to put in my body. Decided to get this due to the **good fiber and protein content. Wow.** I didn't expect to like it this much..... (L)



Chickpea - Popular Recipes & Applications

Most Popular Uses

Majority mention chickpeas in salads for protein boost

Other recipes — Curries, sandwiches, stews & plant-based Recipes

Gluten Free Pasta

High protein, lower net carb swap

Excellent way to get healthier and lose weight while tasting great!

April 6, 2025 Size: 8 Ounce (Pack of 1) **Verified Purchase**

Best non-wheat pasta I've ever made or tasted. Has been a godsend for helping me lose weight and get healthier.

Replacing a starch with a vegetable that most people don't notice is any different from classic boxed pasta.

Flavorful Kitchen Adventures @ann_ann886 2024/08/19 11:00 PM X
5.4K followers

This Chickpea Salad is a quick and easy dish bursting with fresh flavors and a satisfying crunch. Tossed in a simple lemon olive oil dressing and made in just one bowl, it's ready to enjoy in about 20 minutes! 😊



68 ❤️ 355 metrics 1 answer

 **Victoria Rose** 🌹
@Victoriousxx3

one of my favorite easy meal preps. Chickpea pasta cobb salad bowls. Sooooo delicious it feels guilty, and under 500 calories with 37g of protein 😊😊

Supes @usasmitty 2025/04/10 15:11
558 followers

Tried chickpea spaghetti & w/my bomb sauce it's a win for me! Pros: High in protein – about 13-15g per serving, compared to ~7g in regular pasta. High in fiber – keeps you full longer and your gut happy. Lower glycemic index – won't spike your blood sugar as much. Gluten-free



Chickpea in Recipes

2025/05/12 10:27 PM

Loving this new recipe I tried for dinner tonight! Spicy chickpea curry with fresh basil and coconut milk - delicious 😊

2025/05/12 05:09 PM

@rossiadam You should try this new food I invented. I grind up steamed chickpeas, then I add in puréed sesame seeds, and olive oil. That's it! It goes great on flatbread, the flatter the better.

2025/05/14 10:14 PM

Chrissy Carroll, RD @ChrissyTheRD

4.5K followers

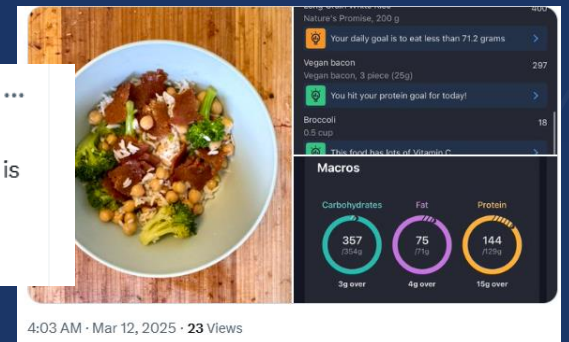
Need a healthy dinner for those days you're short on time? This tuna, chickpea, and pita salad only takes 10 minutes to make and involves no cooking! <https://www.snackinginsneakers.com/chickpea-tuna-salad/>



 **Goofy Foot** 🌱🍃
@ShirleyImMilk

Good dinner, good day. Hit all three macros with 47 calories to go. This is vegan bacon with broccoli, rice and chickpeas. Gotta gear up for the gym...

@_BLShelton @CPVAN333



Product Formats: Success & Challenges

Chickpea Pasta

Popular for gluten-free, high-protein diets

Chickpea Flour

~800 social mentions

Digestive Concerns

800+ posts mention gas, bloating, allergic reactions

May 31, 2025 [Size: 8 Ounce \(Pack of 1\)](#)

Banza is a great pasta company!

The pasta is **gluten-free. Adds protein to every meal.** The texture is wonderful and it's nice to use on its own with sauce or mix it in with a salad or anything else you can think of.

#1 Top Rated

Ecommerce reviews
~171, negative
comments (~12)



Andee @free_style_chef 1.5K followers

2025/03/27 10:27

@simp_gfkitchen Nice! I wonder if I can mix in some soy flour into this. My stomach doesn't love 100% chickpea flour based dishes.

Lain 🌙 @iwa0930_

2025/05/14 12:52

357 followers

@gr33kyogurt it was supposed to be a vegan omelette with chickpea flour base but it looked like a paste 🤢 so i toasted it it wasnt too bad but i wont make it again 💔 💔

Ecommerce reviews for Banza chickpea pasta (~954) – minimal negative concerns around allergy/digestive discomfort (~5)



Chickpea — Consumer Concerns

Post: 800 plus
stomach OR digest* OR
gas OR fart* OR bloat*

The Something Awful Forums

2025/04/06 06:13

Degenerate food habits

Today I ate mung beans, soy beans, lentils and chickpeas Sometimes I eat so much fibre I get bloated

Heather Mactavish @HeatherSkunk



2025/03/28 15:04

2.7K followers

@PossoPlume Beans, ice cream, and chickpeas. They all make me fart really hard, and the smell stays for hours.

shmuck sauce @muvaa_nature

2025/05/13 19:01

464 followers

Anyone else (with a uterus) experience excessive bloating after eating a meal? I just ate chickpea and sweet potato and look 3 months pregnant 🤪



Chickpea Products — Pasta

Chickpea Pasta and Alternative Products:

In recent years, chickpea-based pasta has become a popular usage, especially for gluten-free or high-protein diets.

Consumers talk about using chickpea pasta in place of traditional pasta to boost protein. But there is SOME disappointment over texture post cooking.

Banza Cavatappi Pasta from Chickpeas - Gluten Free, High Protein, and Lower Carb Protein Cavatappi Chickpea Pasta - 8oz

June 5, 2024 [Size: 8 Ounce \(Pack of 1\)](#)

This tastes like pasta, but it's **terribly fragile and falls** apart during cooking, even when timing it to 7 minutes for al dente.

Disappointed as I need to find alternatives for my husband who has Type-II Diabetes. [\(L\)](#)

November 7, 2024 I have gestational diabetes so I have to be very careful about the carbs I choose to put in my body. Decided to get this due to the **good fiber and protein content. Wow.** I didn't expect to like it this much..... [\(L\)](#)

April 6, 2025 [Size: 8 Ounce \(Pack of 1\)](#)
Best non-wheat pasta I've ever made or tasted. Has been a godsend for **helping me lose weight and get healthier.** Replacing a starch with a vegetable that most people don't notice is any different from classic boxed pasta.

67 followers

[2025/03/13 04:22 AM](#)

Called myself trying something new and tried to cook these chickpea elbow pasta and this shit just **turned into mush.** Never again.

[2025/03/28 08:06 PM](#)

[@RedsCountry1](#) After I ran out of those zucchini strings, I ended up using the chickpea pasta I bought. It's strange. It's **not like regular pasta in texture when you eat it.** They kind of disintegrate into granules in your mouth. They are so small, but it's like having wet sand in your mouth.



Chickpea Products — Flour

In social media, Chickpea flour (~800 mentions) is another format – used in recipes– but this is less commonly discussed than whole chickpeas or pasta.

Ecommerce reviews for [Bob's Red Mill](#) and [Anthony's Organic](#) chickpea flour

- Mainly positive reviews
- There were no reviews related to allergy/digestive concern

#1 Top Rated

Ecommerce reviews
~171, negative
comments (~12)



Ecommerce reviews
~200, negative
comments (~35)



Jason the commenter @BXGD

809 followers

Faranita: basically a chickpea flour pancake fried in olive oil. Tastes and smells a lot like chicken skin. Pretty easy to make but cutting it is awkward!

bergamot babie @desamandes

2025/04/02 17:26

940 followers

has anyone tried the tofu + chickpea flour combo for vegan egg. i love tofu scramble and chickpea flour is good at firming up can't imagine why this wouldn't work



Chickpea — Key Conclusions

Consumers see chickpea as a healthy botanical source for protein and fiber.

Characteristic flavor is rising in acceptance due to successful product launches in hummus, flours, pastas, and more.



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Positive Reception:

Better-for-you swap made easy

Chickpea has made a case for being the industry's go-to botanical for gluten-free and “better for you” wheat replacements with several pastas performing well in market

The background of the slide features a top-down view of numerous small, round wooden bowls filled with different types of legumes, such as lentils, chickpeas, and beans. The bowls are arranged in a somewhat circular pattern, creating a rich, textured background. The entire image is overlaid with a semi-transparent orange filter. On the right side, there is a white geometric pattern consisting of overlapping hexagons.

MBOLD Protein Catalyst

For more information about
MBOLD's Protein Catalyst, please visit

mbold.org/protein

MBOLD