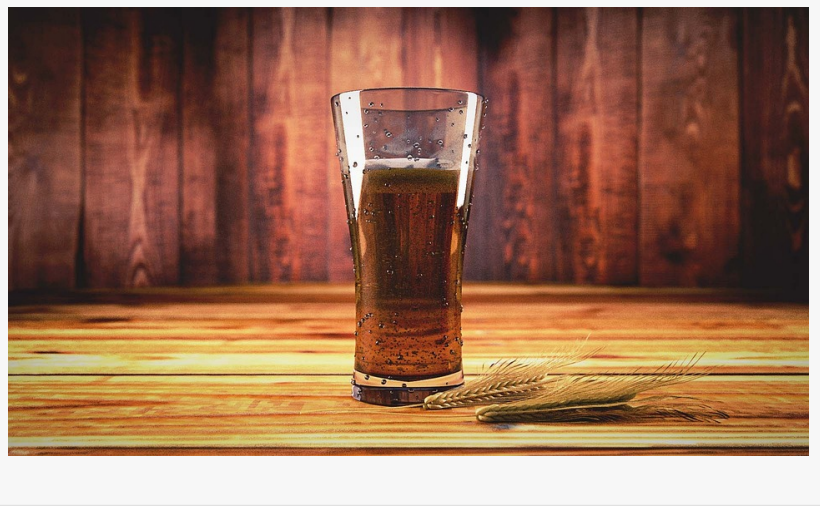


Malt Drink Market Business Strategies, Technological Innovation, Trends & Top Players by 2027

malt drink market are increasing, particularly in the states that have given relaxation on the liquor sales laws and allowing the delivery of the same.

PORTLAND, OR, US, October 21, 2022 /EINPresswire.com/ -- A [Malt Drink](#) is an aged fermented beverage in which the primary ingredient is the seed or grain of the barley plant. Initially, the grains are sprouted followed by boiling and drying by using a traditional process known as malting. The dry



powder acquired from this process is known as the malt, which is plentiful in minerals, protein, nutrients, strands, and numerous dietary benefits. Malt drink market has been predominantly driven by the immense interest for flavored beverages. Malt drink is categorized into non-alcoholic malt drinks, low-alcoholic malt drinks, average-alcoholic malt drinks and, high-alcoholic malt drinks which further consists of several variants of malt fermented beverages. Beer is the most commonly consumed barley-based beverage worldwide, available in two styles- ale and lager.

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The key factor that is driving the malt drink market is the expanding prominence of the flavored drinks among the consumers. Thus, this has expanded the production and requirement of alcoholic as well as non-alcoholic malt drinks over the globe. Alcoholic malt drinks are highly consumed in various parts of the world and have been considered as an important economic product but in contrast, non-alcoholic malt beverages have been considered safe and beneficial to human health. The expanding mindfulness among the consumers about staying fit and healthy is boosting the requirement and sales of low-alcoholic and non-alcoholic malt drink

market. In the beverage industry, the utilization of malt has expanded impressively; it is utilized in flavored products and milk-based beverages, fueling the development of the malt drink market.

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Anheuser-Busch Malt Beverages, Asahi Breweries Malt Beverages, Bavaria Brewery Malt Beverage, Ceres Brewery Malt Beverages, Fayrouz, Coors Brewing Company, Moussy, Guinness Nigeria Malt Beverages, Nestle SA, Suntory International Corporation

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Malt drink market is witnessing extreme growth and increasing demand from the consumers due to the expansion in the product line. The advanced R&D and new product development are leading the malt drink market. For instance, Coca-Cola has launched a new brand, Barbican which offers variants of flavored non-alcoholic malt drinks, creating an opportunity to enter the niche but potentially high-volume non-alcoholic malt drinks market. Companies such as Anheuser-Busch InBev, Heineken, and Kingfisher hold a large share in alcoholic malt drinks market and are inclined towards targeting the untapped market of non-alcoholic malt beverages.

Key Benefits of the Report:

This study presents the analytical depiction of the global malt drink industry along with the current trends and future estimations to determine the imminent investment pockets. The report presents information related to key drivers, restraints, and opportunities along with detailed analysis of the global malt drink market share. The current market is quantitatively analyzed from 2020 to 2027 to highlight the global malt drink market growth scenario. Porter's five forces analysis illustrates the potency of buyers & suppliers in the market. The report provides a detailed global malt drink market analysis based on competitive intensity and how the competition will take shape in coming years.

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David Correa

Allied Analytics LLP

+ +1 503-894-6022

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