

Malted Milk Market Size to Witness Robust Expansion: \$3.3 Billion by 2032

The Malted Milk Market Size was valued at \$1.9 billion in 2022, and is estimated to reach \$3.3 billion by 2032, growing at a CAGR of 5.8% from 2023 to 2032

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With growing consumer interest in health-conscious choices and versatile ingredients, the [malted milk market](#) presents a promising opportunity. Its nostalgic appeal, nutritional benefits, and application in various products

position it favorably for increased demand, offering businesses a chance to capitalize on evolving consumer preferences and expand market presence.



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One of the most common cereal grains, malt, is made from barley, which is first soaked in water before being dried in hot water. This method enables the germination of the barley. Malting is the name of this procedure. Grain starches can be converted into sugars like glucose and fructose through the malting process. Diastatic and non-diastatic malt powder are the two varieties that are offered in the market. For the appropriate rise of the baked good, diastatic malt product is employed during baking. Non-diastatic is majorly used in beverages as it does not contain any enzymes. Over the past couple of years, there has been rise in consumption for different types of functional as well as fortified beverages owing to the rise in awareness about the health benefits associated with the beverages.

According to Malt Products Corporation, almost one-third of consumers have increased their consumption of nutrient oriented beverages in the last five years and now most of these target customers seek products with natural and clean ingredients. Malted milk offers not only unique flavor profiles and subtle sweetness but also a low glycemic index and superior nutritional profile as compared to other natural sweeteners such as sugar cane or high fructose corn

syrops. This nutritional profile of malt-based milk caters to the requirements and needs of health-conscious customers, which paves way for global malted milk market to gain traction in the global market.

Malted milk products have gained popularity as a wholesome and flavorful choice, appealing to a diverse range of consumers seeking both indulgence and nutritional benefits. The malted milk industry is witnessing Malted Milk Market Growth due to its adaptability in various applications, such as beverages, snacks, and desserts. Consumers are drawn to malted milk for its unique and nostalgic flavor profile, significant of childhood treats, while also appreciating its potential as a source of essential nutrients. In addition, the market benefits from the rising awareness of malted milk's natural goodness, including its inherent vitamins and minerals. As health-conscious consumers seek alternatives to sugary drinks, the rich malt taste, coupled with perceived health benefits, positions malted milk as a compelling option, driving its popularity and contributing to the market's expansion.

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As nutritional awareness grows, some consumers are becoming more cautious about their sugar and calorie intake, which poses a challenge for malted milk products often associated with higher sugar content. Malted milk beverages and confections, while offering a nostalgic and indulgent flavor profile, may face scrutiny from health-conscious individuals aiming to reduce their sugar consumption for various reasons, including weight management and overall well-being. The challenge for the malted milk market lies in adapting formulations to align with evolving health Malted Milk Market Trends without compromising the distinct malted flavor that defines these products. Striking a balance between maintaining authenticity and addressing health-related concerns is crucial for the sustained success of the malted milk market in a competitive and health-aware consumer landscape.

As health consciousness continues to shape dietary choices, there is an Malted Milk Market Opportunity to innovate within the sector. Developing malted milk formulations that align with wellness trends, such as fortifying products with vitamins, minerals, and plant-based proteins, can attract a health-conscious consumer base. In addition, the rising interest in unique and artisanal products opens avenues for crafting premium malted milk offerings with distinctive flavors and small-batch appeal. The nostalgia associated with traditional malted milk beverages also provides a unique marketing angle, allowing companies to tap into consumers' desire for familiar yet novel taste experiences. Furthermore, exploring sustainable and eco-friendly packaging options can align malted milk brands with environmentally conscious consumers. In essence, the malted milk market can thrive by embracing innovation, health-conscious formulations, artisanal craftsmanship, and sustainable practices to cater to a diverse and discerning consumer base.

The malted milk market is segmented on the basis of product type, source, distribution channel

and region. On the basis of product type, the market is bifurcated into powder and liquid. On the basis of source, the market is classified into barley, wheat, and rye. On the basis of distribution channel, the market is divided into hypermarkets/supermarkets, specialty stores, online sales channels and Business to business. On the basis of region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The players included in the Malted Milk Market Analysis have adopted various developmental strategies to increase their Malted Milk Market Share, gain profitability, and remain competitive in the market. The key players operating in the isolate whey protein market include – Axereal, Barmalt, Briess Malt & Ingredients, Cargill, Inc., CereX BV, Crisp Malting, GrainCorp Limited, Groupe Soufflet, Holland Malt, Imperial Malt Limited, Malteurop, Maltexco S.A., Malt products, Muntions plc, Puremalt, Rahr Corporation and Simpsons Malt Limited. Key findings of study. On the basis of source, the barley segment dominated the global market in the year 2022. On the basis of product type, the liquid segment dominated the global market in the year 2022. On the basis of distribution channel, the business to business segment dominated the global market in the year 2022. · On the basis of region, North America dominated the global market in the year 2022.

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Key Market Trends

On the basis of source the barley segment dominated the global market in 2022 and is likely to remain dominant during the Malted Milk Market Forecast Period.

On the basis of product type, the liquid segment dominated the global market in 2022.

On the basis of distribution channel, the business-to-business segment dominated the global market in 2022.

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