

# Barley Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

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## Abstracts

The Global Barley Market was valued at USD 22.8 billion in 2024 and is projected to grow at a CAGR of 3.7% from 2025 to 2034. The market's growth is primarily driven by the increasing demand for animal feed, where barley plays a critical role as a key ingredient in livestock and poultry diets. With the global rise in meat consumption, particularly in emerging economies, the need for barley as a key component in animal feed has escalated rapidly. This demand is expected to remain strong as developing countries continue to boost their meat production.

Furthermore, the barley market benefits from the surging popularity of beer and whiskey, which has propelled the demand for malt barley. Craft breweries, emphasizing premium and unique ingredients, have significantly contributed to this upward trend. The rising interest in artisanal, craft, and premium alcoholic beverages is reinforcing the growth of malt barley, with many consumers seeking high-quality, distinctive brews. The craft beer movement, in particular, has expanded barley's role in the beverage industry, particularly as more brewers choose local and high-quality barley varieties.

In 2024, the malted barley segment was valued at USD 6.0 billion, fueled by the demand from craft beer and whiskey production. Malted barley is not only a core ingredient for these alcoholic drinks but is also prized for the unique flavors, aromas, and textures it brings to products. Beyond alcoholic beverages, malted barley is increasingly sought after for its diverse applications, enriching the taste and quality of beers, whiskeys, and other malt-based drinks.

The beverage segment of the barley market reached USD 9.5 billion in 2024 and is forecast to grow at a 3.8% CAGR through 2034. As a key ingredient in beer production, barley's demand continues to rise, especially as craft breweries focus on premium,

locally sourced barley varieties. Innovations in non-alcoholic and low-alcohol drinks, such as malt sodas and functional beverages, have broadened consumer options, further boosting demand for barley within the beverage sector. The versatility of barley as a key ingredient across multiple categories ensures its continued relevance and growing consumption worldwide.

In Russia, the barley market was valued at USD 3.51 billion in 2024. Barley's versatility, serving a wide range of applications from food products like bread and cereal to animal feed, has made it a staple in global agriculture. Europe, known for its strong tradition of beer production, continues to lead in barley usage, with the growing demand for craft beers driving the need for high-quality barley varieties. This trend supports the long-term growth potential of the barley market globally.

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