

Malted Milk Market Size, Share & Trends Analysis Report By Source (Wheat, Barley), By Type (Liquid, Powder), By Region (North America, Europe, APAC, Latin America, MEA), And Segment Forecasts, 2025 - 2030

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Abstracts

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Malted Milk Market Growth & Trends

The global malted milk market size is expected to reach USD 10.92 billion in 2030 and is expected to expand at a CAGR of 6.1% from 2025 to 2030. Malted milk is prepared by formulating whole milk powder, malted grain flour, and other ingredients, which are used as fortification and flavoring agents in food and beverages. It is used as a coating ingredient and provides sweetness and a creamy mouthfeel to the food and snack products.

The market growth can be attributed to the rising awareness about the benefits of malted foods and drinks and high demand for the product as nutrition supplement. In addition, rising health consciousness and rapid urbanization and industrialization across the globe are expected to have a positive impact on the market growth. Wheat source segment led the global market in 2018 and will expand further over the forecast period due to the easy and abundant availability of wheat.

It is also estimated to be the fastest-growing segment from 2019 to 2025. Moreover, wheat is cheaper and a better option to formulate with the other ingredients in malted milk. Barley is another key ingredient, which is considered as a highly nutritious substance. It contains proteins, amino acids, soluble fibers, and

essential minerals, such as potassium, zinc, calcium, and magnesium.

Malted Milk Market Report Highlights

Wheat dominated the market, with the largest revenue share of 63.6% in 2024. This dominance is primarily due to wheat's nutritional benefits and its versatile application in various malted milk products.

Milk liquid dominated the market with the largest revenue share in 2024. Milk liquid malted milk products are rich in essential nutrients such as calcium, vitamins, and proteins, making them a popular choice for consumers of all ages.

Barley is expected to grow at a significant CAGR of 5.9% over the forecast period.

Milk powder is expected to grow at a significant CAGR over the forecast period.

Asia Pacific's malted milk industry dominated the global industry with the largest revenue share of 34.1% in 2024.

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