

# 2018-2023 Global Barley Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Barley market for 2018-2023.

The increasing demand for food and beverage package drives the growth of market. The growing demand and awareness about barley water is one of the key trends in the barley market. Barley water has a large number of health benefits due to which, it is gaining popularity among health-conscious customers. The global barley market is shifting rapidly. A high usage of barley in alcoholic products is likely to boost revenue growth of the barley market. Alcoholic products including beer become main drink for people. EMEA accounted for the maximum shares of the barley grain market during 2017. APAC market is expected to grow due rapid population growth and cheap human labor.

The increasing demand for barley drives the growth of market. The launch of packaged food and beverage containing barley ingredients as one of the primary factors that will trigger the growth of the barley market in the coming years. The demand for food and beverage offerings will increase due to new product development, improved taste, versatility, and high levels of marketing support. In the past few years, new food and beverage product launches have increased and many of these products had barley as an ingredient. Health-conscious customers are preferring packaged food and beverages with nutritional benefits. The manufacturers of the packaged food and beverage market focus on offering products containing barley as an ingredient to attract health-aware customers. The Western Europe market led the global barley market in 2017 with more than 25% market share. the North America, Latin America, and the Asia Pacific and Japan barley markets are projected to witness good growth during the period of assessment due to rapid increase in the usage of barley.

Over the next five years, LPI(LP Information) projects that Barley will register a xx%

CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Barley market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Quick Pearl Barley

Pearl Barley

Barley Flour

Barley Flakes

Barley Grits

Hulless Barley

Hulled Barley

Segmentation by application:

Animal Feed Industry

Food and Beverages Industry

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Cargill

Crisp Malting

GrainCorp

Grain Millers

Groupe Soufflet

Maltexco

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Barley consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Barley market by identifying its various subsegments.

Focuses on the key global Barley manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Barley with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Barley submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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