

Specialty Malt Market Forecasts to 2032 – Global Analysis By Type (Roasted Malt, Crystal Malt, Caramelized Malt, Smoked Malt, Honey Malt, Acidulated Malt and Other Types), Source (Barley, Wheat, Rye, Oats and Other Sources), Form, Production Method, Application and By Geography

<https://marketpublishers.com/r/SE4266AFE1B7EN.html>

Date: July 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: SE4266AFE1B7EN

Abstracts

According to Statistics MRC, the Global Specialty Malt Market is accounted for \$4.1 billion in 2025 and is expected to reach \$5.9 billion by 2032 growing at a CAGR of 5.4% during the forecast period. Specialty malt are a category of malted grains that undergo specific kilning or roasting processes to develop unique flavors, colors, and aromas. Unlike base malts, specialty malts contribute character and complexity to beer, influencing taste profiles such as caramel, chocolate, or roasted notes. They are used in smaller quantities and play a critical role in crafting diverse beer styles, enhancing body, mouthfeel, and visual appeal.

According to Statistics Sweden, the value of industrial production of malt extract in Sweden was 1,361.21 million SEK in 2016, and 1,319.80 million SEK in 2017.

Market Dynamics:

Driver:

Expansion of the food and beverage industry

The expansion of the food and beverage industry is driven by increasing consumer demand for craft beverages and artisanal food products. The rising popularity of craft

beer has significantly boosted demand for specialty malts, with craft breweries seeking unique flavor profiles through roasted, caramel, and chocolate malts. Specialty malts are finding applications beyond brewing, including breakfast cereals, bakery products, and confectionery items, expanding market opportunities. Additionally, the growing preference among Gen Z consumers for better-for-you products and premium ingredients continues to drive market expansion.

Restraint:

Challenges in distribution network

Distribution network challenges pose significant constraints on manufacturers' profit margins and operational efficiency. Retail stores often demand products with lower profit margins while simultaneously requiring more frequent deliveries to reduce warehousing costs, creating pressure on manufacturers. Moreover, the complexity of managing global supply chains across different regions with varying regulatory requirements adds operational difficulties. Additionally, the need for specialized storage and handling of specialty malts, combined with the requirement for maintaining product quality during transportation, creates additional logistical challenges that can limit market penetration and increase distribution costs.

Opportunity:

Innovation in malt varieties and applications

Innovation in malt varieties and applications presents substantial growth opportunities, with manufacturers continuously developing new formulations to meet evolving consumer preferences. The introduction of gluten-free options, organic malts, and specialty blends caters to diverse dietary requirements and premium market segments. Additionally, the expansion of specialty malt applications into non-traditional sectors such as functional foods, health supplements, and innovative beverage categories opens new revenue streams and market opportunities for industry players.

Threat:

Competition from alternative ingredients

Competition from alternative ingredients represents a significant threat, as brewers increasingly experiment with non-grain malts and beer adjuncts. The growing availability

of alternative brewing ingredients allows producers to diversify their ingredient sources and create novel flavor profiles, potentially reducing dependence on conventional specialty malts. Moreover, the rising demand for gluten-free and plant-based alternatives has led to the development of substitute ingredients that can replicate malt characteristics.

Covid-19 Impact:

The coronavirus pandemic initially disrupted specialty malt market operations through supply chain interruptions and manufacturing challenges, though the industry demonstrated resilience through adaptive strategies. Market participants focused on increasing production of high-quality specialty malts to meet demand from health-conscious consumers during the pandemic. Furthermore, the growing trend of home baking during lockdowns significantly boosted sales of specialty malt products, offsetting some negative impacts. Additionally, manufacturers developed innovative approaches to maintain business continuity despite initial market disruptions.

The barley segment is expected to be the largest during the forecast period

The barley segment is expected to account for the largest market share during the forecast period due to its superior malting characteristics and widespread acceptance in brewing applications. Barley-based specialty malts have gained significant traction in the craft brewery industry because of their distinctive flavor profiles and reliable performance in beer production. Additionally, the grain's versatility in producing various malt types, including pale, caramel, and roasted malts, makes it the preferred choice for brewers seeking consistent quality and diverse flavor options across different beer styles and applications, contributing to its market leadership position.

The liquid segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the liquid segment is predicted to witness the highest growth rate, driven by increasing demand for convenient and ready-to-use malt solutions. Liquid malt extracts offer brewers and food manufacturers enhanced processing efficiency and consistent quality control compared to dry alternatives. The growing popularity of home brewing and artisanal food production has increased demand for user-friendly liquid malt products that require minimal preparation. Additionally, liquid malts provide better flavor integration and reduced processing time in commercial applications, making them increasingly attractive to manufacturers seeking operational efficiency and product consistency in their production processes.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share owing to its strong brewing heritage, established craft beer culture, and significant presence of major malt producers like Malteurop Groupe and Axereal Group. Europe's stringent quality standards and consumer preference for premium alcoholic beverages drive consistent demand for high-quality specialty malts. Additionally, the region's well-developed distribution infrastructure and proximity to key barley-producing areas provide competitive advantages that support market leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rising disposable incomes and growing interest in diverse beverage options. The region's large youth population with increasing purchasing power is fueling demand for craft beer and premium alcoholic beverages. Additionally, expanding urbanization, changing lifestyle preferences, and the emergence of local craft breweries across countries like Japan, South Korea, and Southeast Asian nations contribute to the region's exceptional growth potential in specialty malt consumption.

Key players in the market

Some of the key players in Specialty Malt Market include Cargill, Inc., Malteurop Groupe, GrainCorp Ltd., Soufflet Group, Axereal Group, Crisp Malting Group, Muntons PLC, IREKS GmbH, Barrett Burston Malting Company Pty Ltd., Boortmalt, Viking Malt, Simpsons Malt Ltd, Briess Malt & Ingredients, Rahr Corporation, Great Western Malting Company, Canada Malting Co. Ltd, Bairds Malt Limited, and Agromalte Agraria.

Key Developments:

In March 2025, Muntons the malted ingredient and malt manufacturer based in Stowmarket Suffolk and Bridlington in North Yorkshire has officially opened a new ?6.4 million Peating plant in Yorkshire. The plant is situated in a remote rural area in the Yorkshire Wold around an hour from our Bridlington maltings which produces over 100,000 tonnes of malt a year.

Types Covered:

Roasted Malt

Crystal Malt

Caramelized Malt

Smoked Malt

Honey Malt

Acidulated Malt

Other Types

Sources:

Barley

Wheat

Rye

Oats

Other Sources

Forms Covered:

Dry

Liquid

Production Methods Covered:

Organic

Conventional

Applications Covered:

Brewing

Distilling

Non-Alcoholic Malt Beverages

Baking & Confectionery

Other Food & Beverage Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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