

Latin America Malt Beverages Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Malt beverages are brews produced out of grains like barley or any other grains that have undergone the process of malt, which is the process of germinating the grains, followed by drying them to create natural enzymes that transform the starches into sugars. These sugars are fermented to form alcohol or retained without fermenting to form non-alcoholic versions. The typical ones are beer, malt liquor, and flavored malt drinks. These drinks are characterized by their unique taste, color, and smell through the process of malting. Malt drinks can be light or dark and can come as light lagers, dark stouts, and are taken all over the world as a refreshing beverage, as a part of their culture, and as a way of enjoying their food.

The Latin America Malt Beverages market is set to show a growth rate of about 7.0% during the forecast period (2025- 2033F). The Latin American malt beverage market is showing consistent and healthy growth. As customers are getting inclined towards recreational activities and leisure, the demand for malt beverages, especially in the alcoholic segment, has grown extensively. Furthermore, economic factors such as a rise in disposable income, a surge in the middle-class population, and impending investments by the private players to offer a wide variety of malt beverage products have significantly boosted the demand.

Additionally, some other factors such as rising mergers and acquisitions, preference for local flavors, and non-alcoholic beer among the younger generation have also been pivotal to the upliftment of the malt beverages in the Latin America region.

Based on product, the Latin America malt beverages market has been bifurcated into alcoholic malt beverages and non-alcoholic malt beverages. Of these, alcoholic malt beverages have held the major share of the market due to

the traditional consumption of alcoholic drinks by the population in general for recreational purposes. Furthermore, the consumption of alcohol in pubs, bars, and restaurants has also proven to be conducive to keeping the share of alcoholic malt beverages on the higher side. However, with the younger generation more inclined towards health-conscious drinks and stoicism, the demand for non-alcoholic malt beverages has shown impressive growth and has incessantly grown its market share in recent years.

Based on the Distribution channel, the market is bifurcated into on-trade and off-trade. The on-trade segment has held a significant market share. As the majority of the customers purchase alcoholic and non-alcoholic beverages from an alcoholic shop, the segment has held a high share. Additionally, a large number of customers purchase alcohol and consume it at home/personal events, due to which the segment will continue to hold a notable market share.

For a better understanding of the market adoption of Latin America Malt Beverages, the market is analyzed based on its presence in countries such as Mexico, Brazil, Argentina, Chile, and the Rest of Latin America. Of these, Brazil has held a sizeable market share owing to the largest population and high purchasing power alongside rising agricultural applications. Furthermore, growing sports culture activities and rising demand for non-alcoholic beverages, the country is continuing to hold a prominent market share.

Some major players in the market include Boston Beer Co., Heineken NV, Molson Coors Beverages Co., Carlsberg Breweries A/S, AB InBev, Asahi Group Holdings Ltd, and Diageo PLC.

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