

# **Malt Beverages Market Size, Share, and Outlook, 2025 Report- By Type (Beverages, Food), Application (Alcoholic beverages, Non-alcoholic beverages), Packaging (Can, Bottle, Glass Bottle, Bag, Drum, Vacuum Pack, Box, Others), Age (Children, Adults, Seniors), and Companies, 2021-2032**

<https://marketpublishers.com/r/MFEC941FF43EEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: MFEC941FF43EEN

## **Abstracts**

### **Malt Beverages Market Outlook**

The global Malt Beverages market is expected to register a growth rate of 8.1% during the forecast period from \$845.2 Billion in 2024 to \$1576 Billion in 2032. The Malt Beverages market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Malt Beverages segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Beverages, Food), Application (Alcoholic beverages, Non-alcoholic beverages), Packaging (Can, Bottle, Glass Bottle, Bag, Drum, Vacuum Pack, Box, Others), Age (Children, Adults, Seniors). Over 70 tables and charts showcase findings from our latest survey report on Malt Beverages markets.

### **Malt Beverages Market Insights, 2025**

The malt beverages market in 2025 remains robust, characterized by a wide array of products including malt-based flavored drinks, low-alcohol malt beverages, and traditional malt liquors. The segment leverages consumer interest in flavorful alternatives to conventional beer and spirits, with emphasis on natural ingredients,

exotic flavors, and functional benefits such as added vitamins or electrolytes. Regulatory shifts promoting low and no-alcohol products drive innovation in malt beverages with reduced alcohol content. Asia-Pacific shows strong growth fueled by young adults embracing social drinking occasions and emerging urban middle classes. In developed markets, premiumization and craft malt beverages gain traction. Supply chain advancements improve malt quality and consistency, while sustainability efforts focus on reducing water usage and waste in malting and brewing processes.

## Five Trends that will define global Malt Beverages market in 2025 and Beyond

A closer look at the multi-million global market for Malt Beverages identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Malt Beverages companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

### What are the biggest opportunities for growth in the Malt Beverages industry?

The Malt Beverages sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Malt Beverages Market Segment Insights

The Malt Beverages industry presents strong offers across categories. The analytical report offers forecasts of Malt Beverages industry performance across segments and countries. Key segments in the industry include By Type (Beverages, Food), Application (Alcoholic beverages, Non-alcoholic beverages), Packaging (Can, Bottle, Glass Bottle, Bag, Drum, Vacuum Pack, Box, Others), Age (Children, Adults, Seniors). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions.

In addition, Malt Beverages market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Malt Beverages industry ecosystem. It assists decision-makers in evaluating global Malt Beverages market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Malt Beverages industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Malt Beverages Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Malt Beverages Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Malt Beverages with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Malt Beverages market drivers and

opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Malt Beverages market Insights Executives are most excited about opportunities for the US Malt Beverages industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Malt Beverages companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Malt Beverages market.

Latin American Malt Beverages market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Malt Beverages Markets New Opportunities for Companies  
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Malt Beverages markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Malt Beverages markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Malt Beverages companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Anheuser-Busch Beverage Holdings, LLC, Asahi Breweries Malt Beverages, Inc., Bavaria Brewery Beverage Group, LLC, Ceres Beverage Company, Inc., Fayrouz International Beverages, LLC, Coors Brewing Company Beverage Holdings, Inc., Moussy Global Beverages, LLC, Guinness Nigeria Beverage Holdings, Inc., Nestle Beverage International, LLC, Suntory International Beverage Corporation, LLC.

## Malt Beverages Market Scope

### Leading Segments

#### By Type

Beverages

Food

#### By Application

Alcoholic beverages

Non-alcoholic beverages

#### By Packaging

Can

Bottle

Glass Bottle

Bag

Drum

Vacuum Pack

Box

Others

By Age

Children

Adults

Seniors

Leading Companies

Anheuser-Busch Beverage Holdings, LLC

Asahi Breweries Malt Beverages, Inc.

Bavaria Brewery Beverage Group, LLC

Ceres Beverage Company, Inc.

Fayrouz International Beverages, LLC

Coors Brewing Company Beverage Holdings, Inc.

Moussy Global Beverages, LLC

Guinness Nigeria Beverage Holdings, Inc.

Nestle Beverage International, LLC

Suntory International Beverage Corporation, LLC

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

### Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Malt Beverages Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Malt Beverages Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL MALT BEVERAGES MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Malt Beverages Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. MALT BEVERAGES MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Beverages

Food

By Application

Alcoholic beverages

Non-alcoholic beverages

By Packaging

Can

Bottle

Glass Bottle

Bag

Drum

Vacuum Pack

Box

Others

By Age

Children

Adults

Seniors

## **6. GLOBAL MALT BEVERAGES MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

## **6. NORTH AMERICA MALT BEVERAGES MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024
- 6.2 North America Malt Beverages Market Trends and Growth Opportunities
  - 6.2.1 North America Malt Beverages Market Outlook by Type
  - 6.2.2 North America Malt Beverages Market Outlook by Application
- 6.3 North America Malt Beverages Market Outlook by Country
  - 6.3.1 The US Malt Beverages Market Outlook, 2021- 2032
  - 6.3.2 Canada Malt Beverages Market Outlook, 2021- 2032
  - 6.3.3 Mexico Malt Beverages Market Outlook, 2021- 2032

## **7. EUROPE MALT BEVERAGES MARKET SIZE OUTLOOK**

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Malt Beverages Market Trends and Growth Opportunities
  - 7.2.1 Europe Malt Beverages Market Outlook by Type
  - 7.2.2 Europe Malt Beverages Market Outlook by Application
- 7.3 Europe Malt Beverages Market Outlook by Country
  - 7.3.2 Germany Malt Beverages Market Outlook, 2021- 2032
  - 7.3.3 France Malt Beverages Market Outlook, 2021- 2032
  - 7.3.4 The UK Malt Beverages Market Outlook, 2021- 2032
  - 7.3.5 Spain Malt Beverages Market Outlook, 2021- 2032
  - 7.3.6 Italy Malt Beverages Market Outlook, 2021- 2032
  - 7.3.7 Russia Malt Beverages Market Outlook, 2021- 2032
  - 7.3.8 Rest of Europe Malt Beverages Market Outlook, 2021- 2032

## **8. ASIA PACIFIC MALT BEVERAGES MARKET SIZE OUTLOOK**

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Malt Beverages Market Trends and Growth Opportunities
  - 8.2.1 Asia Pacific Malt Beverages Market Outlook by Type
  - 8.2.2 Asia Pacific Malt Beverages Market Outlook by Application
- 8.3 Asia Pacific Malt Beverages Market Outlook by Country
  - 8.3.1 China Malt Beverages Market Outlook, 2021- 2032
  - 8.3.2 India Malt Beverages Market Outlook, 2021- 2032

- 8.3.3 Japan Malt Beverages Market Outlook, 2021- 2032
- 8.3.4 South Korea Malt Beverages Market Outlook, 2021- 2032
- 8.3.5 Australia Malt Beverages Market Outlook, 2021- 2032
- 8.3.6 South East Asia Malt Beverages Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Malt Beverages Market Outlook, 2021- 2032

## **9. SOUTH AMERICA MALT BEVERAGES MARKET SIZE OUTLOOK**

- 9.1 Key Market Statistics, 2024
- 9.2 South America Malt Beverages Market Trends and Growth Opportunities
  - 9.2.1 South America Malt Beverages Market Outlook by Type
  - 9.2.2 South America Malt Beverages Market Outlook by Application
- 9.3 South America Malt Beverages Market Outlook by Country
  - 9.3.1 Brazil Malt Beverages Market Outlook, 2021- 2032
  - 9.3.2 Argentina Malt Beverages Market Outlook, 2021- 2032
  - 9.3.3 Rest of South and Central America Malt Beverages Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA MALT BEVERAGES MARKET SIZE OUTLOOK**

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Malt Beverages Market Trends and Growth Opportunities
  - 10.2.1 Middle East and Africa Malt Beverages Market Outlook by Type
  - 10.2.2 Middle East and Africa Malt Beverages Market Outlook by Application
- 10.3 Middle East and Africa Malt Beverages Market Outlook by Country
  - 10.3.1 Saudi Arabia Malt Beverages Market Outlook, 2021- 2032
  - 10.3.2 The UAE Malt Beverages Market Outlook, 2021- 2032
  - 10.3.3 Rest of Middle East Malt Beverages Market Outlook, 2021- 2032
  - 10.3.4 South Africa Malt Beverages Market Outlook, 2021- 2032
  - 10.3.5 Egypt Malt Beverages Market Outlook, 2021- 2032
  - 10.3.6 Rest of Africa Malt Beverages Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Anheuser-Busch Beverage Holdings, LLC
  - Asahi Breweries Malt Beverages, Inc.
  - Bavaria Brewery Beverage Group, LLC
  - Ceres Beverage Company, Inc.
  - Fayrouz International Beverages, LLC

Coors Brewing Company Beverage Holdings, Inc.

Moussy Global Beverages, LLC

Guinness Nigeria Beverage Holdings, Inc.

Nestle Beverage International, LLC

Suntory International Beverage Corporation, LLC

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

## I would like to order

Product name: Malt Beverages Market Size, Share, and Outlook, 2025 Report- By Type (Beverages, Food), Application (Alcoholic beverages, Non-alcoholic beverages), Packaging (Can, Bottle, Glass Bottle, Bag, Drum, Vacuum Pack, Box, Others), Age (Children, Adults, Seniors), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/MFEC941FF43EEN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MFEC941FF43EEN.html>