

# **Malted Food Drinks Market Size, Share, and Outlook, 2025 Report- By Type (Health Drink, Alcoholic Beverage, Energy Drink), Source (Conventional, Organic), Ingredient (Milk Solids, Barley Malt Extract, Glucose, Cocoa Solids, Sugar, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Pharmacies, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Malted Food Drinks Market Outlook**

The global Malted Food Drinks market is expected to register a growth rate of 5.6% during the forecast period from \$7.9 Billion in 2024 to \$12.2 Billion in 2032. The Malted Food Drinks 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 Malted Food Drinks segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Health Drink, Alcoholic Beverage, Energy Drink), Source (Conventional, Organic), Ingredient (Milk Solids, Barley Malt Extract, Glucose, Cocoa Solids, Sugar, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Pharmacies, Others). Over 70 tables and charts showcase findings from our latest survey report on Malted Food Drinks markets.

Malted Food Drinks Market Insights, 2025

The malted food drinks market continues to grow as these beverages remain a staple source of fortified nutrition, especially among children, convalescents, and active adults. Brands like Horlicks, Ovaltine, and Bournvita have deep-rooted cultural relevance, particularly in Asia and Africa, where they are trusted for their energy-boosting and immunity-enhancing claims. Recent innovations have focused on sugar reduction, plant-based variants, and protein-enriched formulations to meet evolving health expectations. The rise in functional beverages and nutraceuticals has created opportunities for malt drinks to bridge the gap between indulgence and health, with added vitamins, minerals, and prebiotics. Moreover, new delivery formats like sachets, ready-to-drink bottles, and vending machine-compatible options are driving urban consumption. As breakfast habits shift toward on-the-go formats, malted drinks offer a nostalgic yet nutritionally relevant solution.

### Five Trends that will define global Malted Food Drinks market in 2025 and Beyond

A closer look at the multi-million global market for Malted Food Drinks identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Malted Food Drinks 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 Malted Food Drinks industry?

The Malted Food Drinks 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.

### Malted Food Drinks Market Segment Insights

The Malted Food Drinks industry presents strong offers across categories. The analytical report offers forecasts of Malted Food Drinks industry performance across segments and countries. Key segments in the industry include By Type (Health Drink, Alcoholic Beverage, Energy Drink), Source (Conventional, Organic), Ingredient (Milk Solids, Barley Malt Extract, Glucose, Cocoa Solids, Sugar, Others), Distribution

Channel (Supermarkets and Hypermarkets, Retail Stores, Pharmacies, Others). 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, Malted Food Drinks 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 Malted Food Drinks industry ecosystem. It assists decision-makers in evaluating global Malted Food Drinks market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Malted Food Drinks 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 Malted Food Drinks 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 Malted Food Drinks 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 Malted Food Drinks 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 Malted Food Drinks market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Malted Food Drinks market Insights Executives are most excited about opportunities for the US Malted Food Drinks industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Malted Food Drinks 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 Malted Food Drinks market.

Latin American Malted Food Drinks 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 Malted Food Drinks 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 Malted Food Drinks 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 Malted Food Drinks markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

### Competitive Landscape How Malted Food Drinks 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 Mondelez Global Holdings Inc., Associated Foods Holdings Ltd., Danone International Corporation, CTL Food Enterprises, Inc., Continental Milkose Group Ltd., MusclePharm Innovations Inc., Nutrabort Nutritional Solutions Corp., Magnum Nutraceuticals Holdings Ltd., Nutrex Research International Inc., Nestlé Global Holdings S.A.

### Malted Food Drinks Market Scope

#### Leading Segments

#### By Type

Health Drink

Alcoholic Beverage

Energy Drink

#### By Source

Conventional

Organic

#### By Ingredient

Milk Solids

Barley Malt Extract

Glucose

Cocoa Solids

Sugar

Others

By Distribution Channel

Supermarkets and Hypermarkets

Retail Stores

Pharmacies

Others

Leading Companies

Mondelz Global Holdings Inc.

Associated Foods Holdings Ltd.

Danone International Corporation

CTL Food Enterprises, Inc.

Continental Milkose Group Ltd.

MusclePharm Innovations Inc.

Nutrabolt Nutritional Solutions Corp.

Magnum Nutraceuticals Holdings Ltd.

Nutrex Research International Inc.

Nestlé Global Holdings S.A.

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi 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.

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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.

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## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Malted Food Drinks Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Malted Food Drinks 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 MALTED FOOD DRINKS 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 Malted Food Drinks 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. MALTED FOOD DRINKS 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

Health Drink

Alcoholic Beverage

Energy Drink

By Source

Conventional

Organic

By Ingredient

Milk Solids

Barley Malt Extract

Glucose

Cocoa Solids

Sugar

Others

By Distribution Channel

Supermarkets and Hypermarkets

Retail Stores

Pharmacies

Others

## **6. GLOBAL MALTED FOOD DRINKS MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

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

## **6. NORTH AMERICA MALTED FOOD DRINKS MARKET SIZE OUTLOOK**

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

## **7. EUROPE MALTED FOOD DRINKS MARKET SIZE OUTLOOK**

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

## **8. ASIA PACIFIC MALTED FOOD DRINKS MARKET SIZE OUTLOOK**

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

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

## **9. SOUTH AMERICA MALTED FOOD DRINKS MARKET SIZE OUTLOOK**

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

## **10. MIDDLE EAST AND AFRICA MALTED FOOD DRINKS MARKET SIZE OUTLOOK**

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

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Mondelz Global Holdings Inc.
  - Associated Foods Holdings Ltd.

Danone International Corporation  
CTL Food Enterprises, Inc.  
Continental Milkose Group Ltd.  
MusclePharm Innovations Inc.  
Nutrabolt Nutritional Solutions Corp.  
Magnum Nutraceuticals Holdings Ltd.  
Nutrex Research International Inc.  
Nestlé Global Holdings S.A.

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

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