

Specialty Malt Market Size, Share, and Outlook, 2025 Report- By Type (Roasted Malt, Crystal Malt, Dark Malt), Application (Brewing, Distilling, Non-alcoholic Malted Beverages, Bakery), Form (Liquid, Dry), Source (Rye, Barley, Wheat, Others), Flavor (Coffee Flavor, Chocolate, Smoked, Aromatic Malts, Caramel), and Companies, 2021-2032

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Abstracts

Specialty Malt Market Outlook

The global Specialty Malt market is expected to register a growth rate of 5.2% during the forecast period from \$3.8 Billion in 2024 to \$5.7 Billion in 2032. The Specialty Malt 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 Specialty Malt segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Roasted Malt, Crystal Malt, Dark Malt), Application (Brewing, Distilling, Non-alcoholic Malted Beverages, Bakery), Form (Liquid, Dry), Source (Rye, Barley, Wheat, Others), Flavor (Coffee Flavor, Chocolate, Smoked, Aromatic Malts, Caramel). Over 70 tables and charts showcase findings from our latest survey report on Specialty Malt markets.

Specialty Malt Market Insights, 2025

The specialty malt market is witnessing strong growth due to the global rise of craft brewing and premium bakery trends. Specialty malts—such as roasted, caramel, and

smoked variants—are prized for their ability to impart unique flavor, aroma, and color to beers, breads, and snacks. The craft beer boom, particularly in the U.S., UK, Germany, and Australia, has accelerated demand for these malts as microbreweries focus on differentiation through taste and quality. Additionally, the artisanal bread and gourmet snack sectors are increasingly utilizing malted barley and rye for improved flavor and nutritional profiles. With consumers seeking clean-label, authentic, and locally sourced ingredients, maltsters are responding with customized batches and organic-certified offerings. Companies like Viking Malt and Weyermann are expanding their specialty malt portfolios and establishing regional micro-malting facilities to cater to hyperlocal tastes. These evolving consumer preferences are unlocking long-term opportunities for specialty malt producers.

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

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

The Specialty Malt 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.

Specialty Malt Market Segment Insights

The Specialty Malt industry presents strong offers across categories. The analytical report offers forecasts of Specialty Malt industry performance across segments and countries. Key segments in the industry include By Type (Roasted Malt, Crystal Malt, Dark Malt), Application (Brewing, Distilling, Non-alcoholic Malted Beverages, Bakery), Form (Liquid, Dry), Source (Rye, Barley, Wheat, Others), Flavor (Coffee Flavor, Chocolate, Smoked, Aromatic Malts, Caramel). 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, Specialty Malt 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 Specialty Malt industry ecosystem. It assists decision-makers in evaluating global Specialty Malt market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

Asia Pacific Specialty Malt 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 Specialty Malt 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 Specialty Malt 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 Specialty Malt market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Specialty Malt 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 Specialty Malt market.

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

Competitive Landscape How Specialty Malt 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 Cargill, Incorporated, Malteurop Groupe, GrainCorp Limited, Soufflet Group, Axereal Group, Viking Malt Group, IREKS GmbH, Bar Malt India Private Limited, Heineken N.V., Crisp Malting Group Ltd., Bairds Malt Ltd., Muntons plc.

Specialty Malt Market Scope

Leading Segments

By Type

Roasted Malt

Crystal Malt

Dark Malt

By Application

Brewing

Distilling

Non-alcoholic Malted Beverages

Bakery

By Form

Liquid

Dry

By Source

Rye

Barley

Wheat

Others

By Flavor

Coffee Flavor

Chocolate

Smoked

Aromatic Malts

Caramel

Leading Companies

Cargill, Incorporated

Malteurop Groupe

GrainCorp Limited

Soufflet Group

Axereal Group

Viking Malt Group

IREKS GmbH

Bar Malt India Private Limited

Heineken N.V.

Crisp Malting Group Ltd.

Bairds Malt Ltd.

Muntons plc

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.

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