

Natural Malt Sweeteners Market By Form (Liquid, Powder) , By Application (Food Processing, Beverage Processing) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Report description:

The natural malt sweeteners market was valued at \$1.4 billion in 2023, and is projected to reach \$2.5 billion by 2033, growing at a CAGR of 5.9% from 2024 to 2033.

Natural malt sweeteners are sweetening agents derived from malted grains, primarily barley. They undergo a process of malting, which involves soaking the grains in water, allowing them to germinate, and then drying them. This process activates enzymes that convert starches into sugars, resulting in a sweet syrup or powder that retains the grain's natural flavor and nutritional properties. Common types of natural malt sweeteners include malt extract, malt syrup, and malted milk powder.

The growth of the global natural malt sweeteners market is driven by increase in demand for natural, minimally processed ingredients in food and beverages and rise in emphasis on reducing the consumption of refined sugars. Malt sweeteners, derived from whole grains, align with this preference due to their lower glycemic index and additional nutritional benefits. In addition, the use of natural malt sweeteners has expanded across various industries, including bakery, confectionery, beverages, and dairy products, which significantly contributes toward the market growth. This is attributed to the fact that their ability to enhance flavor, texture, and color makes them attractive for food manufacturers. Moreover, as more consumers adopt plant-based diets, the demand for natural sweeteners derived from grains has surged considerably, thereby augmenting the market growth.

According to a study published by the World Health Organization in 2021, excessive red and processed meat consumption had led to approximately 2.4 million deaths in 2020, thus placing burden on the healthcare system. This has notably shifted the preference toward plant-based diet, which, in turn, boosts the growth of the natural malt sweeteners market. However, high cost associated with malting process, involving soaking, germinating, and drying grains, can be resource-intensive and time-consuming, thus restraining the market growth. In addition, availability of other natural sweeteners such as stevia, agave, and honey acts as the key deterrent factor of the global market. On the contrary, manufacturers are exploring new applications and formulations for natural malt sweeteners, thus, the market is witnessing innovative product offerings, such as organic and

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non-GMO variants. Such developments are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global natural malt sweeteners market is segmented into form, application, and region. On the basis of form, the market is divided into liquid and powder. As per application, it is segregated into food processing and beverage processing. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of form, the liquid segment held the highest market share in 2023, and is likely to retain its dominance from 2024 to 2033.

Depending on application, the beverage segment was the major shareholder in 2023, and is expected to continue the same trend during the forecast period.

Region wise, North America garnered the largest share, in terms of revenue, in 2023, and is anticipated to exhibit the highest growth in the coming years.

□

Competition Analysis

Competitive analysis and profiles of the major players in the global natural malt sweeteners market include Bairds Malt Ltd, Simpsons Malt Ltd., Muntons Malt plc, Malteurop Group, Crisp Malting Group Ltd, GrainCorp, Holland Malt, BOORTMALT, Viking Malt, and Briess Malt & Ingredients. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Key Market Segments

By Form

- Liquid
- Powder

By Application

- Food Processing
- Beverage Processing

By Region

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- North America
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- Mexico
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- Germany
- Italy
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- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- South Africa
- Saudi Arabia
- UAE
- Argentina
- Rest of LAMEA
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- Bairds Malt Ltd
- Simpsons Malt Ltd.
- Muntons Malt plc
- Malteurop Group
- Crisp Malting Group Ltd
- GrainCorp
- Holland Malt
- BOORTMALT
- Viking Malt
- Briess Malt & Ingredients

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