

**Non-Alcoholic Beer Market Assessment, By Product [Alcohol-Free, 0.5% Alcohol by Volume], By Technology [Restricted Fermentation, Reverse Osmosis], By Category [Plain, Flavored], By Distribution Channel [Online, Offline], By Region, Opportunities and Forecast, 2017-2031F**

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**Report description:**

Global non-alcoholic beer market is projected to witness a CAGR of 5.31% during the forecast period 2024-2031, growing from USD 23.51 billion in 2023 to USD 35.56 billion in 2031. The market has experienced significant growth in recent years and is expected to maintain a strong pace of expansion in the coming years.

The rising preference for alcohol-free lifestyle choices reflects a broader shift towards healthier living and mindful consumption habits, the growing influence of fitness and sports culture has sparked a shift towards healthier beverage choices, including non-alcoholic beer, and government support for the non-alcoholic beverages industry playing an important role in shaping the landscape for products such as non-alcoholic beer, driving the market growth. Non-alcoholic beer contains a minimal amount of alcohol, usually less than 0.5% alcohol by volume. It is made using similar ingredients and brewing as regular beer, but the alcohol is removed or reduced through methods such as vacuum distillation or reverse osmosis. Also, the trend is strong among millennials and Gen-Z, who prioritize wellness and are more inclined to seek alternatives to traditional alcoholic beverages. The market growth is fueled by advancements in brewing technology, allowing the production of non-alcoholic beers that closely provide the same taste as traditional beverages. Also, distribution channels, including online sales, drive the market growth. As of 2022, global beer consumption was around 190 million KL. China is the largest beer consumer in 2022. Growing consumer health awareness towards healthy beverages will drive people towards non-alcoholic beverage consumption.

**Rising Preference for Alcohol-Free Lifestyle**

The rising preference for alcohol-free lifestyle choices reflects a broader shift towards healthier living and mindful consumption habits. Non-alcoholic beer emerges as a compelling option for individuals seeking to enjoy the social aspects of drinking without the adverse health effects associated with alcohol. The preference is driven by various factors, such as increasing awareness of

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the impacts of excessive alcohol consumption on physical and mental well-being, as well as changing social norms that value moderation and wellness. Non-alcoholic beer offers a satisfying alternative, allowing consumers to participate in social gatherings, enjoy flavorful beverages, and adhere to personal health goals simultaneously. With improved taste profiles and a diverse range of options available, non-alcoholic beer has become increasingly appealing to health-conscious individuals, athletes, pregnant women, designated drivers, and those simply looking to reduce their alcohol intake. As a result, it occupies a significant and growing segment within the beverage market, catering to the evolving preferences of modern consumers.

It has been observed that, as of January 2024, around 50% of New York's Generation Z cohort group expressed intentions to reduce their alcohol consumption.

#### Growing Influence of Fitness and Sports Culture

The growing influence of fitness and sports culture has sparked a shift towards healthier beverage choices, including non-alcoholic beer. Athletes and fitness enthusiasts are conscious of their nutritional intake, seeking alternatives to traditional alcoholic drinks that go with their active lifestyles. Non-alcoholic beer presents an attractive option as it allows individuals to enjoy a refreshing drink without compromising their fitness goals or recovery efforts. Moreover, the presence of isotonic properties in non-alcoholic beers, which aid in hydration and replenishment of electrolytes, has made them increasingly popular among athletes.

In addition, the association of non-alcoholic beer with post-workout recovery and hydration has been embraced by sports communities, further driving its adoption. As a result, non-alcoholic beer has become primary in gyms, fridges, sports events, and health-conscious gatherings, catering to the preferences of consumers who prioritize both physical fitness and social enjoyment. For instance, in December 2023, Belgium-based beer company, Thrive, launched a healthy beer, Thrive Play, which contains ten vitamins, including 50% of the recommended daily intake of vitamin D3 and B vitamins per can. It aims to expand the target audience beyond people doing sports, for which it previously developed an alcohol-free sports beer with 10 grams of protein per can.

#### Government Support for Non-Alcoholic Beverages Industry

Government support for the non-alcoholic beverages industry plays a vital role in shaping the landscape for products such as non-alcoholic beer. The support can manifest in various forms, including regulatory frameworks, tax incentives, and public health campaigns. Governments may implement policies that encourage the production and consumption of non-alcoholic beverages as part of broader initiatives to promote health and well-being within their populations. Such policies can include funding for research into alcohol alternatives, grants for businesses specializing in non-alcoholic beverages, and subsidies for ingredients used in their production. In addition, regulatory bodies provide guidelines for labeling and marketing non-alcoholic beverages to ensure transparency and consumer safety. Governments contribute to expanding consumer access to healthier beverage options and supporting economic development within the sector by fostering an environment conducive to the growth of the non-alcoholic beer industry.

For instance, in September 2023, the Office for Health Improvement (OHID) in the Department of Health and Social Care (DHSC) of the United Kingdom consulted on updating guidance on low-alcohol descriptors. It aims to increase the substitution of alcoholic drinks with alcohol-free or low-alcohol (NoLo) alternatives among people who drink above low-risk levels. The chief medical officer of the United Kingdom provided the low-risk drinking guidelines on the label and alternative ways of communicating this information to consumers.

#### Europe Dominates Non-Alcoholic Beer Market

Europe dominates the global non-alcoholic beer market due to a cultural shift toward a healthy lifestyle and reduced alcohol consumption, boosting the demand for non-alcoholic beer. In addition, stringent regulations on alcohol consumption while driving have further incentivized the adoption of non-alcoholic beverages. Furthermore, Europe has a rich brewing tradition from centuries and a sophisticated palate, fostering the development of high-quality non-alcoholic beer options that cater to distinguishing consumers. Also, the marketing strategies and investments made by global non-alcoholic beer companies and investments by these companies in Europe, combined with the increasing popularity of western drinking habits, have solidified the region's dominating position in the global non-alcoholic beer market.

For instance, in July 2023, Anheuser-Busch InBev SA invested USD 33.69 million (EUR 31 million) in technology upgrades for the brewing of non-alcoholic beers. The investment aims to expand the company's no-alcohol beer portfolio to improve bottling capabilities and optimize a new de-alcoholizing system.

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## Future Market Scenario (2024 - 2031F)

- Working on production costs and providing customized solutions based on their preference with premium product positioning is expected to drive the global non-alcoholic beer market growth.
- Innovative advancements in the method of flavor mixing by machines will save time for beer producers and manufacturers, encouraging competitiveness among the market players, which is expected to help drive the market growth.
- Managing supply chain distribution on niche markets and local levels, such as retail stores creating ease of availability to the customers boosts market growth.

## Key Players Landscape and Outlook

Key participants in the global non-alcoholic beer market are involved in continuous innovation, characterizing this landscape as these companies compete to outperform one another in terms of taste and type. The market prognosis remains positive, and with the rising adoption of strategies by key players, the market is expected to rise over the projected horizon. Non-alcoholic beer manufacturers are concerned with supply chain resilience, product quality, and variety, which is expected to define the industry's future. Collaborations and developing technologies are projected to increase competition in the fast-paced market.

For instance, in January 2024, Anheuser-Busch InBev SA made history by becoming the first-ever global beer sponsor for the next three Olympics and Paralympic Games. With a significant move, the company promoted its non-alcoholic brand, Corona Cero, globally. The strategic choice aligns with Anheuser-Busch InBev SA and the International Olympic Committee's shared commitment to responsible consumption, aiming to convey messages of connection, moderation, and celebration to billions of Olympic fans worldwide.

In February 2024, SLAB Ventures Netherlands and Anheuser-Busch InBev SA India launched D'YAVOL's first travel retail showcase at Mumbai's Chhatrapati Shivaji Maharaj International Airport. The collaboration between SLAB Ventures Netherlands and Anheuser-Busch InBev SA India is a strategic move into the travel retail sector.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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