

# Asia Pacific Non-alcoholic Wine Market Size study, by Product (Sparkling, Still), by ABV (%) (ABV (0.0%), ABV (Up to 0.5%), ABV (Up to 1.2%)), by Packaging (Bottles, Cans), by Distribution Channel (On-trade, Off-trade) and Country Forecasts 2022-2032

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## Abstracts

Asia Pacific Non-alcoholic Wine Market is valued at approximately USD 450 Million in 2023 and is anticipated to grow with a healthy growth rate of more than 10.39% over the forecast period 2024-2032. Non-alcoholic wine, also referred to as dealcoholized wine or alcohol-free wine, is a beverage crafted to replicate the taste, aroma, and mouthfeel of traditional wine while containing minimal to no alcohol content. This variant is typically produced by employing techniques such as reverse osmosis, vacuum distillation, or the removal of alcohol through heating processes after the fermentation of grape juice. Economic growth in many Asia Pacific countries has led to rising disposable incomes among consumers. This has resulted in increased spending on premium products, including non-alcoholic wine, as consumers are willing to pay for higher quality and healthier options. Moreover, with a growing emphasis on health and wellness, there's an increasing demand for non-alcoholic beverages, including wine. Consumers are seeking alternatives to traditional alcoholic drinks, viewing non-alcoholic wine as a healthier option, leading to growth in the Asia Pacific Non-alcoholic Wine Market.

The Asia Pacific Non-alcoholic Wine Market is experiencing significant growth driven by multiple factors such as substantial economic development across the region has bolstered consumer spending power. Concurrently, heightened health awareness campaigns advocating against alcohol consumption have propelled demand for non-alcoholic alternatives. Moreover, the emergence of new industry players has been accelerated by stringent alcohol usage regulations, notably in Islamic countries. Moreover, the market is driven by expansion in marketing and distribution and

innovation in product development. However, limited awareness and acceptance as well as higher retail prices, on the other hand, would stifle market growth between 2022 and 2032.

The key Countries considered for the Asia Pacific Non-alcoholic Wine market study includes China, India, Japan, South Korea, Australia and Rest of Asia Pacific. In 2023, Japan was the largest regional market. Japan has a well-established culture of wine appreciation, with a significant portion of the population enjoying wine regularly. Rising consumer base is fertile ground for the introduction and adoption of non-alcoholic wine. Moreover, Japanese consumers are often receptive to novel and premium products, which can further drive the market growth of non-alcoholic wine. Moreover, consumer preferences towards healthier lifestyles and a growing awareness of the health risks associated with excessive alcohol consumption have led to increased demand for non-alcoholic alternatives. The market in India, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Suntory Holdings Limited  
Kirin Holdings Company, Limited  
Lyre's Spirits Co  
Mottox inc.  
Seedlip Drinks  
Company 6  
Company 7  
Company 8  
Company 9  
Company 10

The detailed segments and sub-segment of the market are explained below:

By Product

Sparkling

Still

By ABV (%)

ABV (0.0%)

ABV (Up to 0.5%)

ABV (Up to 1.2%)

**By Packaging**

Bottles

Cans

**By Distribution Channel**

On-trade

Off-trade

**By Region:**

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

**Key Takeaways:**

Market Estimates &amp; Forecast for 10 years from 2022 to 2032.

Annualized revenues and country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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