

Europe 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

Europe Non-alcoholic Wine Market is valued at approximately USD 570 Million in 2023 and is anticipated to grow with a healthy growth rate of more than 9.22% 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. In the Europe Non-alcoholic Wine Market, Non-alcoholic wine is becoming increasingly socially acceptable, particularly in settings where alcohol consumption may be limited or discouraged, such as workplaces, social gatherings, and family events fueled by an increasing awareness of the detrimental health effects of alcohol and a broader societal shift towards wellness-focused lifestyles.

Growing consumer awareness of the health risks associated with alcohol consumption is leading to a shift towards healthier lifestyle choices. Non-alcoholic wine offers a way for individuals to enjoy the taste and experience of wine without the negative health effects of alcohol, aligning with broader wellness trends. Additionally, Non-alcoholic wine appeals to a diverse consumer base, including those who abstain from alcohol for health, religious, or personal reasons, as well as individuals looking to reduce their alcohol intake. This broad appeal is expanding the Europe Non-alcoholic Wine Market and driving demand for non-alcoholic wine products in the region. Furthermore, the market is driven by the growing adoption of low-calorie and low-sugar beverage options

and the expansion of distribution channels in the region. However, regulatory challenges for production, labeling, and marketing, on the other hand, would stifle market growth between 2022 and 2032.

The key countries considered for the Europe Non-alcoholic Wine market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany was the largest market. large consumer bases and well-established wine industries, making them key targets for non-alcoholic wine producers seeking to expand their market presence. Additionally, Germany has a well-established wine culture, with a strong tradition of wine consumption across the country. As a result, there is a considerable market opportunity for non-alcoholic wine products that cater to the preferences of German consumers while offering the taste and experience of traditional wine without alcohol content. Furthermore, Germany's position as a leading player in the European beverage industry, coupled with its reputation for innovation and quality, provides a favorable environment for the growth of the Non-Alcoholic Wine Market. As a result, both domestic and international manufacturers are increasingly focusing on the German market, introducing new products, and expanding their presence to capitalize on the growing demand for non-alcoholic wine among German consumers the market in the UK, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Eisberg Alcohol-Free Wine

Vintense srl

Carl Jung

Le Petit Chavin

Ocado Retail Limited

Belvoir Fruit Farms

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:

Europe

UK

Germany

France

Spain

Italy

ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & 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.

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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