

Global 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 Regional Forecasts 2022-2032

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Abstracts

Global Non-alcoholic Wine Market is valued at approximately USD 2.26 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.9% 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. Globally, there is increasing consumer demand for healthier lifestyle choices, leading to a growing interest in non-alcoholic alternatives. Non-alcoholic wine is shedding its image as a bland or inferior substitute and is increasingly positioned as a premium beverage. Companies are focusing on enhancing the quality and sensory experience of their products to attract discerning consumers who are willing to pay a premium for a sophisticated non-alcoholic option.

Increasing consumer awareness of health and wellness, coupled with a growing preference for healthier lifestyle choices, is driving demand for non-alcoholic beverages, including non-alcoholic wine. Many consumers are opting for alcohol-free alternatives to reduce their calorie intake, avoid hangovers, and support overall well-being. Non-alcoholic wine offers a healthier alternative to traditional alcoholic beverages, appealing to individuals seeking options with lower calorie content and reduced health risks associated with alcohol consumption. In addition, increasing awareness of the environmental and ethical implications of alcohol consumption is driving the adoption of

non-alcoholic wine as a socially acceptable and sustainable beverage choice. As consumer preferences continue to evolve, the Non-Alcoholic Wine Market is poised for further growth and innovation, with opportunities for expansion into new demographics and occasions. Furthermore, the market is driven by Advances in technology and production methods and rising initiatives promoting alcohol moderation. However, high production costs and regulatory challenges governing the production, labeling, and marketing of non-alcoholic beverages, on the other hand, would stifle market growth between 2022 and 2032.

The key regions considered for the Global Non-alcoholic Wine market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America was the largest regional market. Growing consumer awareness regarding the health risks linked to excessive alcohol intake is prompting a significant shift towards healthier living choices. Consumers are proactively seeking substitutes that enable them to savor the tradition and essence of wine minus the adverse health consequences of alcohol. In response, manufacturers are prioritizing research and development endeavors to craft a broad spectrum of premium non-alcoholic wine selections. For instance, in October 2022, Sovi Wine Co. introduced a range of non-alcoholic wine offerings, featuring a 2021 Chenin Blanc and a Reserve Red Blend. Crafted from top-tier fruit harvested from California's esteemed Clarksburg AVA, these premium non-alcoholic wines undergo a vacuum distillation technique to meticulously eliminate alcohol while preserving the wine's intricate flavors and aromas. The market in Asia Pacific, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Schloss Wachenheim AG
Australian Vintage Limited
Sutter Home Wine Estate
Miguel Torres S.A
DGB (Pty) Ltd.
Bodega La Tautila
Gr?vi
Chateau Diana Winery
Hill Street Beverage Company Inc.
Ariel Vineyards

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:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa
RoMEA

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 regional 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.

Contents

CHAPTER 1. GLOBAL NON-ALCOHOLIC WINE MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
 - 1.3.1. Inclusion & Exclusion
 - 1.3.2. Limitations
 - 1.3.3. Supply Side Analysis
 - 1.3.3.1. Availability
 - 1.3.3.2. Infrastructure
 - 1.3.3.3. Regulatory Environment
 - 1.3.3.4. Market Competition
 - 1.3.3.5. Economic Viability (Consumer's Perspective)
 - 1.3.4. Demand Side Analysis
 - 1.3.4.1. Regulatory frameworks
 - 1.3.4.2. Technological Advancements
 - 1.3.4.3. Environmental Considerations
 - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Global Non-alcoholic Wine Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
 - 2.3.1. By Product
 - 2.3.2. By ABV (%)
 - 2.3.3. By Packaging
 - 2.3.4. By Distribution Channel
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

CHAPTER 3. GLOBAL NON-ALCOHOLIC WINE MARKET DYNAMICS

Global Non-alcoholic Wine Market Size study, by Product (Sparkling, Still), by ABV (%) (ABV (0.0%), ABV (Up to...

- 3.1. Market Drivers
- 3.2. Market Challenges
- 3.3. Market Opportunities

CHAPTER 4. GLOBAL NON-ALCOHOLIC WINE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL NON-ALCOHOLIC WINE MARKET SIZE & FORECASTS BY PRODUCT 2022-2032

- 5.1. Sparkling
- 5.2. Still

CHAPTER 6. GLOBAL NON-ALCOHOLIC WINE MARKET SIZE & FORECASTS BY ABV (%) 2022-2032

- 6.1. ABV (0.0%)
- 6.2. ABV (Up to 0.5%)

6.3. ABV (Up to 1.2%)

CHAPTER 7. GLOBAL NON-ALCOHOLIC WINE MARKET SIZE & FORECASTS BY PACKAGING 2022-2032

7.1. Bottles

7.2. Cans

CHAPTER 8. GLOBAL NON-ALCOHOLIC WINE MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032

8.1. On-trade

8.2. Off-trade

CHAPTER 9. GLOBAL NON-ALCOHOLIC WINE MARKET SIZE & FORECASTS BY REGION 2022-2032

9.1. North America Non-alcoholic Wine Market

9.1.1. U.S. Non-alcoholic Wine Market

9.1.1.1. Product breakdown size & forecasts, 2022-2032

9.1.1.2. ABV (%) breakdown size & forecasts, 2022-2032

9.1.1.3. Packaging breakdown size & forecasts, 2022-2032

9.1.1.4. Distribution Channel breakdown size & forecasts, 2022-2032

9.1.2. Canada Non-alcoholic Wine Market

9.2. Europe Non-alcoholic Wine Market

9.2.1. U.K. Non-alcoholic Wine Market

9.2.2. Germany Non-alcoholic Wine Market

9.2.3. France Non-alcoholic Wine Market

9.2.4. Spain Non-alcoholic Wine Market

9.2.5. Italy Non-alcoholic Wine Market

9.2.6. Rest of Europe Non-alcoholic Wine Market

9.3. Asia-Pacific Non-alcoholic Wine Market

9.3.1. China Non-alcoholic Wine Market

9.3.2. India Non-alcoholic Wine Market

9.3.3. Japan Non-alcoholic Wine Market

9.3.4. Australia Non-alcoholic Wine Market

9.3.5. South Korea Non-alcoholic Wine Market

9.3.6. Rest of Asia Pacific Non-alcoholic Wine Market

9.4. Latin America Non-alcoholic Wine Market

- 9.4.1. Brazil Non-alcoholic Wine Market
- 9.4.2. Mexico Non-alcoholic Wine Market
- 9.4.3. Rest of Latin America Non-alcoholic Wine Market
- 9.5. Middle East & Africa Non-alcoholic Wine Market
 - 9.5.1. Saudi Arabia Non-alcoholic Wine Market
 - 9.5.2. South Africa Non-alcoholic Wine Market
 - 9.5.3. Rest of Middle East & Africa Non-alcoholic Wine Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. Company
 - 10.1.2. Company
 - 10.1.3. Company
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. Schloss Wachenheim AG
 - 10.3.1.1. Key Information
 - 10.3.1.2. Overview
 - 10.3.1.3. Financial (Subject to Data Availability)
 - 10.3.1.4. Product Summary
 - 10.3.1.5. Market Strategies
 - 10.3.2. Australian Vintage Limited
 - 10.3.3. Sutter Home Wine Estate
 - 10.3.4. Miguel Torres S.A
 - 10.3.5. DGB (Pty) Ltd.
 - 10.3.6. Bodega La Tautila
 - 10.3.7. Gr?vi
 - 10.3.8. Chateau Diana Winery
 - 10.3.9. Hill Street Beverage Company Inc.
 - 10.3.10. Ariel Vineyards

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation

11.1.5. Publishing
11.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Non-alcoholic Wine market, report scope

TABLE 2. Global Non-alcoholic Wine market estimates & forecasts by Region
2022-2032 (USD Billion)

TABLE 3. Global Non-alcoholic Wine market estimates & forecasts by Product
2022-2032 (USD Billion)

TABLE 4. Global Non-alcoholic Wine market estimates & forecasts by ABV (%)
2022-2032 (USD Billion)

TABLE 5. Global Non-alcoholic Wine market estimates & forecasts by Packaging
2022-2032 (USD Billion)

TABLE 6. Global Non-alcoholic Wine market estimates & forecasts by Distribution
Channel 2022-2032 (USD Billion)

TABLE 7. Global Non-alcoholic Wine market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 8. Global Non-alcoholic Wine market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 9. Global Non-alcoholic Wine market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 10. Global Non-alcoholic Wine market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 11. Global Non-alcoholic Wine market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 12. Global Non-alcoholic Wine market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 13. Global Non-alcoholic Wine market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 14. Global Non-alcoholic Wine market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 15. Global Non-alcoholic Wine market by segment, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 16. Global Non-alcoholic Wine market by region, estimates & forecasts,
2022-2032 (USD Billion)

TABLE 17. U.S. Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 18. U.S. Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 19. U.S. Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 20. Canada Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 21. Canada Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 22. Canada Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 23. UK Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 24. UK Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 25. UK Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 26. Germany Non-alcoholic Wine market estimates & forecasts, 2022-2032
(USD Billion)

TABLE 27. Germany Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 28. Germany Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 29. France Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 30. France Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 31. France Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 32. Italy Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 33. Italy Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 34. Italy Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 35. Spain Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 36. Spain Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 37. Spain Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 38. RoE Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD

Billion)

TABLE 39. RoE Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 40. RoE Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 41. China Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 42. China Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 43. China Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 44. India Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 45. India Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 46. India Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 47. Japan Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD
Billion)

TABLE 48. Japan Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 49. Japan Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 50. Australia Non-alcoholic Wine market estimates & forecasts, 2022-2032
(USD Billion)

TABLE 51. Australia Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 52. Australia Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 53. South Korea Non-alcoholic Wine market estimates & forecasts, 2022-2032
(USD Billion)

TABLE 54. South Korea Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 55. South Korea Non-alcoholic Wine market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 56.

TABLE 57. RoAPAC Non-alcoholic Wine market estimates & forecasts, 2022-2032
(USD Billion)

TABLE 58. RoAPAC Non-alcoholic Wine market estimates & forecasts by segment

2022-2032 (USD Billion)

TABLE 59. RoAPAC Non-alcoholic Wine market estimates & forecasts by segment

2022-2032 (USD Billion)

TABLE 60. Brazil Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 61. Brazil Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 62. Brazil Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 63. Mexico Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 64. Mexico Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 65. Mexico Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 66. RoLA Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 67. RoLA Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 68. RoLA Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 69. Saudi Arabia Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 70. Saudi Arabia Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 71. Saudi Arabia Non-alcoholic Wine market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 72. South Africa Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 73.

TABLE 74. South Africa Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 75. South Africa Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 76. RoMEA Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 77. RoMEA Non-alcoholic Wine market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 78. RoMEA Non-alcoholic Wine market estimates & forecasts by segment

2022-2032 (USD Billion)

TABLE 79. List of secondary sources, used in the study of Global Non-alcoholic Wine Market.

TABLE 80. List of primary sources, used in the study of Global Non-alcoholic Wine Market.

TABLE 81. Years considered for the study.

TABLE 82. Exchange rates considered.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Non-alcoholic Wine market, research methodology
- FIG 2. Global Non-alcoholic Wine market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Non-alcoholic Wine market, key trends 2023
- FIG 5. Global Non-alcoholic Wine market, growth prospects 2022-2032
- FIG 6. Global Non-alcoholic Wine market, porters 5 force model
- FIG 7. Global Non-alcoholic Wine market, pestel analysis
- FIG 8. Global Non-alcoholic Wine market, value chain analysis
- FIG 9. Global Non-alcoholic Wine market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Non-alcoholic Wine market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Non-alcoholic Wine market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Non-alcoholic Wine market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Non-alcoholic Wine market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Non-alcoholic Wine market, regional snapshot 2022 & 2032
- FIG 15. North America Non-alcoholic Wine market 2022 & 2032 (USD Billion)
- FIG 16. Europe Non-alcoholic Wine market 2022 & 2032 (USD Billion)
- FIG 17. Asia pacific Non-alcoholic Wine market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Non-alcoholic Wine market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Non-alcoholic Wine market 2022 & 2032 (USD Billion)
- FIG 20. Global Non-alcoholic Wine market, company market share analysis (2023)

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