

# **US 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 Forecasts 2022-2032**

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## **Abstracts**

US Non-alcoholic Wine Market is valued at approximately USD 694.09 Million in 2023 and is anticipated to grow with a healthy growth rate of more than 6.27% 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. An increasing awareness of the detrimental health effects of alcohol and a broader societal shift towards wellness-focused lifestyles fuels this trend. Also, there is an expansion in product innovation within the non-alcoholic wine segment, with manufacturers continually introducing new flavors, varietals, and packaging formats to cater to diverse consumer preferences.

The US Non-Alcoholic Wine Market is witnessing a trend towards premiumization, with consumers willing to pay higher prices for high-quality products. Manufacturers are responding by offering premium non-alcoholic wine options made from top-quality grapes and employing sophisticated production methods. In the US, Manufacturers are investing in research and development to create innovative non-alcoholic wine products that closely mimic the taste, aroma, and mouthfeel of traditional wine. These advancements in flavor profiles, production techniques, and packaging formats are attracting new consumers and expanding the market. Furthermore, the market is driven by the growing cultural shift towards non-alcoholic socializing and rising exploring

alcohol adjacent and non-alcoholic beverages. However, the high cost of non-alcoholic wine and availability of alternative non-alcoholic beverages, on the other hand, would stifle market growth between 2024 and 2032.

Major market player included in this report are:

Ariel Vineyards  
Fre Wines  
Le Petit Chavin  
Natureo by Torres  
Company 5  
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

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 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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