

Non-Alcoholic Wine Market Size, Share & Trend Analysis Report By Product (Sparkling, Still), By ABV% (ABV (0.0%), ABV (Upto 0.5%), Upto 1.2%) By Packaging (Bottles, Cans), By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global non-alcoholic wine market size was estimated at USD 2,537.9 million in 2025 and is expected to reach USD 5,276.8 million by 2033, growing at a CAGR of 10.0% from 2026 to 2033. The demand for non-alcoholic wine is being driven by the rise in the number of consumers exploring alcohol alternatives during Dry January and the increasing availability of non-alcoholic beverages in the non-alcoholic wine industry.

This trend has led to a surge in sales and the entry of both new and established brands into the non-alcoholic wine market. Non-alcoholic wine is made through a process of dealcoholization, which can be water-intensive and energy-intensive. Different methods, such as reverse osmosis and vacuum distillation, are used to remove the alcohol from the wine. The dealcoholization process has a carbon footprint, and efforts are being made to offset this through organic and minimal intervention farming practices. To cater to the high demand for non-alcoholic wine, several companies are exploring lightweight packaging options, such as cans, to reduce their carbon footprint.

Further, the increasing trend of reducing alcohol content in beverages and drinks among consumers is anticipated to drive the growth of the non-alcoholic wine industry. Several brands are addressing the growing demand among consumers for non-alcoholic beverages by expanding their product portfolio by introducing new non-alcoholic wines to the market. For instance, wineries such as Stella Rosa, Barton & Guestier, Miller Family Wine Co, and Veuve du Vernay are expanding their portfolio of alcohol-removed wine.

The rise of younger consumers exploring alcohol-adjacent beverages has continued to accelerate in 2024 and 2025, with strong statistical evidence confirming increased adoption of non-alcoholic wine across hospitality, retail, and social occasions such as weddings and events.

The growing “sober curious” movement among younger adults has significantly supported non-alcoholic wine demand. According to the International Wine and Spirits Record (IWSR), Gen Z adults are 20% more likely than older generations to choose no-alcohol alternatives when socializing, reflecting a structural shift toward mindful drinking. In addition, Gallup reported in its 2024 Alcohol Consumption Survey that only 62% of U.S. adults aged 18-34 reported drinking alcohol, down from 72% two decades earlier, indicating declining alcohol participation among younger consumers and creating opportunities for non-alcoholic wine adoption.

Hospitality sector adoption has further validated the increasing popularity of non-alcoholic wine among younger consumers. According to the National Restaurant Association, nearly 78% of restaurants in the U.S. expanded their non-alcoholic beverage offerings in 2024 to meet rising demand from health-conscious Millennials and Gen Z customers. These alcohol-free wines are now routinely offered at weddings, premium hotels, and fine-dining establishments to cater to mixed-preference guest groups and sober-curious attendees.

In addition, social events and weddings have emerged as key consumption channels for non-alcoholic wine. According to Eventbrite, sober-curious events increased by 92% between 2023 and 2024, demonstrating strong demand for alcohol-free beverage options at social gatherings. This trend has been reflected in wedding services, where non-alcoholic wines are increasingly included in beverage packages to accommodate younger guests prioritizing wellness, moderation, and inclusivity.

Moreover, premium hospitality chains and luxury venues have expanded alcohol-free wine offerings. Leading hotel brands and fine-dining restaurants, including venues such as The Beverly Hills Hotel and Michelin-recognized establishments, have incorporated non-alcoholic wines into their beverage menus to cater to younger demographics and wellness-focused consumers. This strategic shift reflects the broader transformation of beverage programs across weddings, restaurants, and hospitality venues.

Global Non-Alcoholic Wine Market Report Segmentation

This report forecasts revenue growth at regional levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the non-alcoholic wine market based on product, ABV (%), packaging, distribution channel, and region.

Product Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

Sparkling Non-Alcoholic Wine

Still Non-Alcoholic Wine

ABV (%) Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

ABV (0.0%)

ABV (Upto 0.5%)

ABV (Upto 1.2%)

Packaging Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

Bottles

Cans

Distribution Channel Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

On-Trade

Off-Trade

Hypermarkets & Supermarkets

Online

Specialty Stores & Tasting Rooms

Others

Regional Outlook (Volume, Million Liters; Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Spain

Finland

Belgium & Luxembourg

Hungary

Asia Pacific

Japan

Australia

China

Central & South America

Brazil

Middle East & Africa

South Africa

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