

# Alcohol-Free & Low-ABV Beverages Market Forecasts to 2032 - Global Analysis By Product Type (Alcohol-Free Beverages, Low-ABV Beverages, and Other Product Types), Functional Type, Distribution Channel, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Alcohol-Free & Low-ABV Beverages Market is accounted for \$27.34 billion in 2025 and is expected to reach \$42.21 billion by 2032 growing at a CAGR of 6.4% during the forecast period. Alcohol-Free and Low-ABV beverages refer to products designed to replicate the flavor and sensory appeal of conventional alcoholic drinks while maintaining minimal or zero alcohol content, generally under 1.2% ABV. The segment covers non-alcoholic beer, wine, spirits, ready-to-drink mocktails, and lightly fermented alternatives created using advanced brewing, distillation, or blending techniques. Growing demand is driven by wellness awareness, mindful drinking habits, social inclusivity, and the need for suitable options in alcohol-restricted settings and everyday consumption.

### Market Dynamics:

Driver:

Health & wellness prioritization

Consumers are increasingly conscious of the long-term effects of alcohol consumption, leading to a shift toward mindful drinking habits. Rising awareness of lifestyle-related diseases such as obesity, hypertension, and liver disorders is reinforcing this trend. Younger demographics, particularly millennials and Gen Z, are adopting moderation as part of their identity, aligning beverages with fitness and mental well-being. Product

innovation in low-sugar, nutrient-enriched, and adaptogen-infused drinks is further supporting this movement. Social media and wellness influencers are amplifying the appeal of healthier beverage choices. As a result, prioritization of wellness is becoming a central driver of growth in this category.

#### Restraint:

##### Limited shelf-life & stability

Despite rising demand, shelf-life and stability challenges remain a key restraint for alcohol-free and low-ABV beverages. These products often rely on natural ingredients, which are more prone to spoilage compared to traditional alcoholic drinks. Maintaining flavor integrity and nutritional value over extended storage periods is difficult without artificial preservatives. Cold-chain logistics and advanced packaging solutions are required, increasing costs for manufacturers. Smaller brands face hurdles in scaling distribution due to these technical limitations. Regulatory standards around freshness and labeling further complicate product launches. Consequently, limited shelf stability continues to slow broader adoption in mainstream retail channels.

#### Opportunity:

##### Expansion of functional beverages

Consumers are increasingly seeking drinks that deliver added benefits such as hydration, immunity support, and stress relief. Ingredients like probiotics, botanicals, CBD alternatives, and adaptogens are being integrated into new formulations. Functional positioning allows brands to differentiate beyond simple alcohol replacement, appealing to wellness-driven lifestyles. Advances in flavor technology and sustainable packaging are making these beverages more accessible and appealing. Retailers are dedicating more shelf space to functional categories, reflecting growing demand.

#### Threat:

##### Cannabis & alternative intoxicants

Consumers experimenting with THC, CBD, and plant-based stimulants may divert attention away from traditional non-alcoholic drinks. Cannabis beverages are marketed as offering relaxation and euphoria without alcohol, directly competing with low-ABV positioning. Regulatory liberalization in several regions is accelerating their availability in

mainstream retail. Younger demographics, particularly in North America, are showing curiosity toward these alternatives. This trend challenges the ability of alcohol-free brands to retain consumer loyalty.

### **Covid-19 Impact:**

The Covid-19 pandemic reshaped consumption patterns in the alcohol-free and low-ABV beverage market. Consumers prioritized immunity, hydration, and stress management, accelerating demand for functional non-alcoholic options. E-commerce platforms became critical distribution channels, with subscription models gaining traction. Supply chain disruptions impacted ingredient sourcing and packaging availability, slowing product launches. However, the crisis also encouraged innovation in shelf-stable formats and direct-to-consumer strategies. Post-pandemic, resilience and wellness alignment remain central themes driving sustained growth in this category.

The ready-to-drink (RTD) beverages segment is expected to be the largest during the forecast period

The ready-to-drink (RTD) beverages segment is expected to account for the largest market share during the forecast period. Convenience and portability make RTD formats highly appealing to busy consumers. These products are widely adopted across supermarkets, cafes, and online platforms, ensuring broad accessibility. Flavor diversity and premium packaging are enhancing consumer engagement. Innovations in sparkling waters, kombucha, and botanical infusions are reinforcing RTD leadership. Rising demand for healthier alternatives to sodas and energy drinks is further boosting this segment.

The hospitality & food service segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the hospitality & food service segment is predicted to witness the highest growth rate. Restaurants, bars, and hotels are increasingly offering curated non-alcoholic menus to meet evolving consumer preferences. The rise of 'sober-curious' movements has encouraged establishments to expand mocktail and low-ABV offerings. Partnerships with premium beverage brands are elevating the quality and visibility of these products. Seasonal menus and experiential dining are integrating alcohol-free options as part of wellness-driven experiences. Younger consumers are particularly receptive to socializing without alcohol, reinforcing demand in hospitality settings.

### Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share, due to strong tradition of moderation and wellness-oriented consumption. Countries such as Germany, the UK, and France are leading adoption of premium non-alcoholic beers and wines. Regulatory support for reduced alcohol consumption is reinforcing market expansion. Retail penetration is high, with supermarkets and specialty stores dedicating space to alcohol-free categories. Cultural acceptance of mindful drinking is stronger compared to other regions.

### Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapid urbanization and rising disposable incomes are driving demand for premium beverage experiences. Younger consumers in countries like China, Japan, and India are adopting healthier lifestyles, favoring low-ABV options. Expanding hospitality sectors and modern retail infrastructure are supporting distribution growth. Local brands are innovating with traditional flavors and functional ingredients to appeal to regional tastes. E-commerce adoption is accelerating access to niche beverage categories.

### Key players in the market

Some of the key players in Alcohol-Free & Low-ABV Beverages Market include Heineken, Curious Elixirs, Anheuser-Busch, Hansen Holding, Diageo plc, Carlton & United Breweries, Carlsberg Group, Big Drop Brewing Co, Molson Coors, Kirin Holdings, Pernod Ricard, Beam Suntory, Asahi Group, Athletic Brewing, and Constellation Brands.

### Key Developments:

In January 2026, Hansen Technologies has completed its acquisition of UK-based Digitalk Group Holdings Ltd, after satisfying all closing conditions under a binding agreement to buy 100% of the company. The transaction became effective at close of business on December 31, 2025, with Hansen confirming the purchase price remains an enterprise value of ?33.1 million (about A\$66.4 million), subject to customary completion adjustments.

In September 2025, HEINEKEN N.V. announced it has signed a binding agreement to acquire the multi-category beverage portfolio and proximity retail business of the Florida Ice and Farm Company S.A. (?FIFCO?). This transaction builds on a long-standing partnership that began in 1986 and was strengthened in 2002 with the acquisition of a 25% stake in FIFCO's beverages business in Costa Rica, Distribuidora La Florida.

#### Product Types Covered:

Alcohol-Free Beverages

Low-ABV Beverages

Other Product Types

#### Functional Types Covered:

Beer & Cider

Wine & Champagne Alternatives

Spirits & Botanical Alternatives

Ready-to-Drink (RTD) Beverages

#### Distribution Channels Covered:

On-Trade

Off-Trade

E-Commerce / Online Retail

Other Distribution Channels

#### End Users Covered:

Individual Consumers

Social & Cultural Events

Sports & Entertainment Events

Hospitality & Food Service

Corporate & Institutional

Other End Users

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments

- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### **Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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