

Low Alcohol Beer Market Size, Share, and Outlook, 2025 Report- By Type (2% to 2.9% ABV, Under 2% ABV), Application (Restaurants, Bars, Cafes, Others), Packaging (Bottle, Can), Packaging (Size, 250 ml, 300 ml, 330 ml, 440 ml, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online, Others), and Companies, 2021-2032

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Abstracts

Low Alcohol Beer Market Outlook

The global Low Alcohol Beer market is expected to register a growth rate of 8.7% during the forecast period from \$22.2 Billion in 2024 to \$43.3 Billion in 2032. The Low Alcohol Beer market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Low Alcohol Beer segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (2% to 2.9% ABV, Under 2% ABV), Application (Restaurants, Bars, Cafes, Others), Packaging (Bottle, Can), Packaging (Size, 250 ml, 300 ml, 330 ml, 440 ml, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Low Alcohol Beer markets.

Low Alcohol Beer Market Insights, 2025

The low alcohol beer market in 2025 is advancing rapidly, fueled by the global moderation movement and the rising preference for healthier lifestyle choices. With alcohol-by-volume (ABV) content generally below 3.5%, low alcohol beer is capturing interest among young professionals, fitness enthusiasts, and wellness-conscious consumers. Major breweries are launching flavorful, craft-inspired variants that retain the sensory profile of traditional beer while addressing health and social drinking considerations. Market growth is particularly strong in Europe and North America, where low and no-alcohol beer is no longer viewed as a niche but a mainstream segment. Technological innovations in brewing—such as vacuum distillation and arrested fermentation—are enabling better taste retention, supporting product adoption. With regulatory support, sports event sponsorships, and increased visibility in hospitality channels, the low alcohol beer category is reshaping consumer expectations around responsible enjoyment and beverage diversity.

Five Trends that will define global Low Alcohol Beer market in 2025 and Beyond

A closer look at the multi-million global market for Low Alcohol Beer identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Low Alcohol Beer companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Low Alcohol Beer industry?

The Low Alcohol Beer sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Low Alcohol Beer Market Segment Insights

The Low Alcohol Beer industry presents strong offers across categories. The analytical report offers forecasts of Low Alcohol Beer industry performance across segments and countries. Key segments in the industry include By Type (2% to 2.9% ABV, Under 2%

ABV), Application (Restaurants, Bars, Cafes, Others), Packaging (Bottle, Can), Packaging (Size, 250 ml, 300 ml, 330 ml, 440 ml, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Low Alcohol Beer market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Low Alcohol Beer industry ecosystem. It assists decision-makers in evaluating global Low Alcohol Beer market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Low Alcohol Beer industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Low Alcohol Beer Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Low Alcohol Beer Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Low Alcohol Beer with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Low Alcohol Beer market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Low Alcohol Beer market Insights Executives are most excited about opportunities for the US Low Alcohol Beer industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Low Alcohol Beer companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Low Alcohol Beer market.

Latin American Low Alcohol Beer market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Low Alcohol Beer Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Low

Alcohol Beer markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Low Alcohol Beer markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Low Alcohol Beer companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Anheuser-Busch InBev SA/NV, Athletic Brewing Company, Inc., Marston's Plc (Ringwood Brewery), Bitburger Braugruppe GmbH, Noble Green Wines Ltd. (Kernel Table Beer), Radeberger Gruppe KG, White Labs Inc., Bravus Brewing Company, LLC, Black Isle Brewing Company Limited, Molson Coors Beverage Company.

Low Alcohol Beer Market Scope

Leading Segments

By Type

2% to 2.9% ABV

Under 2% ABV

By Application

Restaurants

Bars

Cafes

Others

By Packaging

Bottle

Can

By Packaging Size

250 ml

300 ml

330 ml

440 ml

Others

By Distribution Channels

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online

Others

Leading Companies

Anheuser-Busch InBev SA/NV

Athletic Brewing Company, Inc.

Marston's Plc (Ringwood Brewery)

Bitburger Braugruppe GmbH

Noble Green Wines Ltd. (Kernel Table Beer)

Radeberger Gruppe KG

White Labs Inc.

Bravus Brewing Company, LLC

Black Isle Brewing Company Limited

Molson Coors Beverage Company

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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2% TO 2.9% ABV

Under 2% ABV

By Application

Restaurants

Bars

Cafes

Others

By Packaging

Bottle

Can

By Packaging Size

250 ML

300 ML

330 ML

440 ML

Others
By Distribution Channels
Supermarkets and Hypermarkets
Convenience Stores
Specialty Stores
Online
Others

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Marston's Plc (Ringwood Brewery)

Bitburger Braugruppe GmbH

Noble Green Wines Ltd. (Kernel Table Beer)

Radeberger Gruppe KG

White Labs Inc.

Bravus Brewing Company, LLC

Black Isle Brewing Company Limited

Molson Coors Beverage Company

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