

Market Research Report

EXCLUSIVE EDITION

Global Non-Alcoholic Beer Market Report Opportunities, and Forecast By 2030



Global Industry Analysis, Forecast and Trends, 2030

Global Non-Alcoholic Beer Market

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MARKET STATS VILLE

Market Statsville Group (MSG)

A part of Statsville Consulting Private Limited

American Office – 800 Third Avenue Suite A #1519

New York, NY 10022

EMEA – 1165 Budapest 16 Diósy Lajos u. 24., Europe

Asia-Pacific Office – F-178 Subhash Marg C Scheme, Ashok Nagar, Jaipur, Rajasthan, 302001

www.marketstatsville.com

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Market Statsville is the leading market research and strategy builder with the depth and breadth of solutions that perfectly suit your every need. MSG provides solutions in a wide range of industry verticals in the form of market sizing, analysis, and incisive business insights. MSG experienced research analysts are proficient at digging deep and providing a variety of customizable data that help you make decisions with clarity, confidence, and impact.

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RESEARCH PROCESS



Our research is an optimum culmination of secondary and primary research, with the latter playing a major role. We also have an in-house repository and access to a number of external regional and global paid databases to help address specific requirements of our clients. The research process begins with a holistic secondary research, followed by expert interviews. The information gathered is then comprehensively analyzed by our highly experienced in-house research panel

Non-Alcoholic Beer Market by Type (Alcohol-free and Low alcohol), by Category Outlook (Plain and Flavoured), by Distribution Channel (Convenience Stores, Liquor Stores), by Material, by Age Group, by Region – Global Share and Forecast to 2030

Description

The [global non-alcoholic beer market](#) size is expected to grow from **USD 18.1 billion in 2021** to **USD 32.9 billion by 2030**, at a **CAGR of 8.1%** from 2022 to 2030 the non-alcoholic beer market was experiencing growth and increased popularity. Non-alcoholic beer, also known as NA beer or alcohol-free beer, is a type of beer that contains little to no alcohol content (usually less than 0.5% alcohol by volume). It is often consumed by individuals who want to enjoy the taste of beer without the effects of alcohol.

Some key points about the non-alcoholic beer market:

Growing Consumer Interest: Health-conscious consumers, designated drivers, pregnant women, and individuals who want to reduce their alcohol consumption have been driving the demand for non-alcoholic beer.

Variety and Quality: In recent years, the quality and variety of non-alcoholic beers have improved significantly. Breweries are investing in creating flavorful and appealing options to cater to a wider range of tastes.

Market Expansion: The market for non-alcoholic beer has been expanding beyond traditional beer-drinking regions, as more consumers worldwide are showing interest in healthier beverage options.

Innovation: Some breweries have even started experimenting with unique flavors, craft-style non-alcoholic beers, and specialty offerings, further contributing to the market's growth.

Challenges: Despite its growth, the non-alcoholic beer market still faces challenges, including perceptions about taste and stigma associated with non-alcoholic beverages.

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Non-Alcoholic Beer Market Dynamics

the non-alcoholic beer market was experiencing several dynamic trends and factors that were shaping its growth and evolution. While I don't have real-time information beyond that date, here are some key dynamics that were influencing the non-alcoholic beer market at that time:

Health and Wellness Trends: Growing health and wellness awareness was driving consumer preferences towards healthier beverage choices. Non-alcoholic beer appealed to individuals who wanted to enjoy the taste of beer without the negative health effects of alcohol.

Changing Consumer Behavior: Many consumers, especially younger generations, were adopting more mindful drinking habits. Non-alcoholic beer provided an option for those who wanted to socialize or enjoy a beer without the impairment associated with alcohol.

Product Innovation: Breweries were investing in research and development to create high-quality, flavorful, and diverse non-alcoholic beer options. This included experimenting with different brewing techniques, ingredients, and flavor profiles.

Expanding Market Reach: The market for non-alcoholic beer was expanding beyond traditional beer-drinking regions. Globalization and changing attitudes towards alcohol were leading to increased adoption in various markets.

Marketing and Branding: Breweries were using creative marketing strategies to position non-alcoholic beer as a lifestyle choice rather than just a beverage for people avoiding alcohol. This included collaborations with influencers, sports events, and wellness campaigns.

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Market Segmentation Analysis

The study categorizes the global Non-Alcoholic Beer market based on equipment type, technology, type, installation method, distribution channel, application, and regions.

By Type Outlook (Sales, USD Million, 2017-2030)

- Alcohol-free
- Low alcohol

By Category Outlook (Sales, USD Million, 2017-2030)

- Plain
- Flavoured

By Distribution Channel Outlook (Sales, USD Million, 2017-2030)

- Convenience Stores
- Liquor Stores
- Supermarkets
- Restaurants & Bars
- Online Stores

By Material Outlook (Sales, USD Million, 2017-2030)

- Malted Grains
- Hops
- Yeasts
- Enzymes
- Others

By Age Group Outlook (Sales, USD Million, 2017-2030)

- Teenager
- Adult
- Geriatric

By Region Outlook (Sales, Production, USD Million, 2019-2033)

- North America (Mexico, Canada, US)
- South America (Peru, Brazil, Colombia, Argentina, Rest of Latin America)
- Europe (Germany, Italy, France, UK, Spain, Poland, Russia, Slovenia, Slovakia, Hungary, Czech Republic, Belgium, the Netherlands, Norway, Sweden, Denmark, Rest of Europe)
- Asia Pacific (China, Japan, India, South Korea, Indonesia, Malaysia, Thailand, Vietnam, Myanmar, Cambodia, the Philippines, Singapore, Australia & New Zealand, Rest of Asia Pacific)
- The Middle East & Africa (Saudi Arabia, UAE, South Africa, Northern Africa, Rest of MEA)

Access full Report Description, TOC, Table of Figure, Chart, etc: <https://www.marketstatsville.com/table-of-content/non-alcoholic-beer-market>

REGIONAL ANALYSIS, 2023

Based on the region, the global Non-Alcoholic Beer market has been analyzed and segmented into five regions, namely, North America, Europe, Asia-Pacific, South America, and the Middle East & Africa.

North America has been a prominent market for Non-Alcoholic Beers due to high consumer spending on electronics and a strong demand for home entertainment systems. The United States, in particular, has a large market for Non-Alcoholic Beers, driven by the popularity of streaming services and the desire for immersive audio experiences.

The Asia Pacific region, including countries like China, Japan, and South Korea, has witnessed substantial growth in the Non-Alcoholic Beer market. Factors contributing to this growth include the rising disposable income, increasing urbanization, and the growing popularity of home theater systems among consumers in the region.

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Thank You

The logo consists of the letters 'M' and 'S' in a stylized, white, sans-serif font, positioned inside a dark blue square.

MARKET STATS VILLE

Market Statsville Group (MSG)

800 Third Avenue Suite A #1519 New York,
NY 10022
Phone : +1 (646) 663-5829
Mail : sales@marketstatsville.com

F-178 Subhash Marg C Scheme, Ashok
Nagar, Jaipur, Rajasthan, 302001
Phone : +91 702 496 8807
Mail : sales@marketstatsville.com