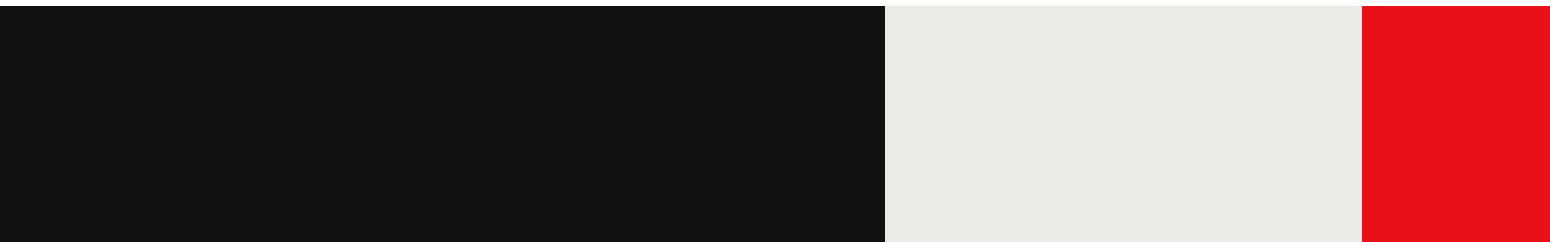



Nonalcoholic beer builds buzz

Article



The trend: Nonalcoholic (NA) beer, [wine](#), and spirits are having a moment. Sales in the category grew 28% between June 2023 and May 2024, per 84.51°, a retail data company under The Kroger Co.

Serving a need: [Nonalcoholic beverages](#) have carved out a niche by serving a need that, until recently, wasn't met with high-quality options. That's why 86% of NA drinkers are drinking at least as much NA beverages as they did a year ago, including **32% who have increased their consumption.**

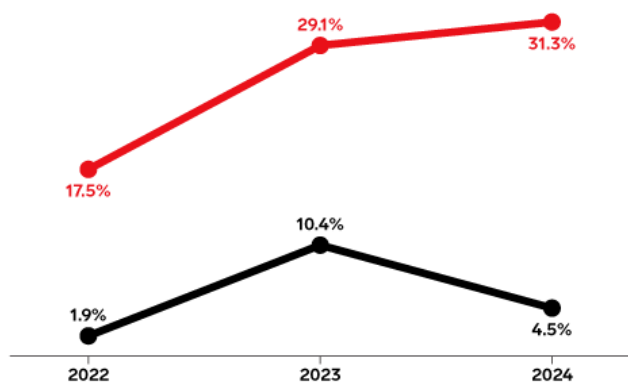
- When 84.51% asked NA drinkers what's spurring their consumption, three responses each attracted 55% of respondents: NA beverages help me reduce my alcohol intake; NA beverages are a healthy alternative to alcohol; and I consume NA beverages when I am a designated driver.
- Offering craft beer-like quality beverages across a range of styles has helped NA-only producer **Athletic Brewing** become the top-selling beer brand overall at **Whole Food Market**, per The Wall Street Journal.

Our take: [Alcohol companies](#) are slowly recognizing that US consumers' preferences have changed dramatically in recent years, particularly among younger generations.

- Just 62% of US adults under 35 drink, per Gallup Poll—down from 72% two decades ago.
- That share is likely to keep falling given that Gen Z consumers drink less than older generations.

US Retail Sales Growth, Non-Alcoholic Beer, Wine and Spirits (BWS) vs. Low Alcohol by Volume BWS, 2022-2024

% change vs. previous year



■ Non-alcoholic beer, wine and spirits
 ■ Low alcohol by volume beer, wine and spirits

Note: 52 weeks ending September 8, 2024; low alcohol by volume amounts: beer<4%, spirits<5%, wine<10%; includes multi-outlet channels and convenience stores
 Source: Circana, "Sips: Changing Consumer Beverage Preferences Executive Summary," Nov 6, 2024

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