

# ALCOHOL FREE SPIRITS MAKERS GETS EXPONENTIAL SALES THANKS IN PART TO STOLI

*The evil of some fonts the good of others, it explains why slowing demand for spirits is beneficial to Alcohol Free Spirits manufacturers.*

MELBOURNE, FL, UNITED STATES, December 5, 2024 /EINPresswire.com/ -- The entire alcohol industry panics as healthier habits cut sales, manufacturers like [Stoli](#) cite a "war on alcohol," but consumer attitudes suggest a cultural shift toward less drinking something is rotten in the state of drink.

In 2023, Americans consumed less beer than they had in a generation. Wine sales shrank for the third consecutive year. Spirits sales were flat while alcohol free spirits sales exploded and poised to grow around 30% annually in the coming years, versus 0% for conventional spirits, according to [Reynald Grattagliano](#) CEO of Arkay Beverages.

Considering that each year excess drinking kills, by various estimates, 1.8 million to 3 million people worldwide (178,000 in the United States alone), the clamor for safeguards isn't exactly surprising—nor that people who profit from selling alcohol would object.

The non-alcoholic adult beverage space in the U.S. is set for continued growth over the next 3-5 years, reflecting broader shifts in consumer behavior towards health, wellness, and responsible consumption. Valued at \$149.6 billion in 2023, the market is projected to grow to \$225.6 billion by 2030, with a compound annual growth rate (CAGR) of 4.91%. As more consumers seek non-alcoholic options that mimic traditional alcoholic beverages, this trend signals a major evolution



ARKAY ZERO PROOF VODKA

in both the beverage and spirits industries.

"The public health community has goals to reduce the harmful effects of alcohol, and shifting consumers towards zero-alcohol beverages like Arkay is a time-tested, evidence-based way to achieve those goals," Reynald Grattagliano - Arkay' founder said.

The spirit industry knows what is going on and is increasingly integrating non-alcoholic options into its portfolio to cater to the growing demand for alcohol-free products. Major liquor brands are investing in non-alcoholic lines, suggesting that the future will see more hybrid product lines where alcoholic and non-alcoholic beverages coexist. This shift will create more occasions where consumers can choose alcohol-free alternatives without compromising on taste or experience.

While traditional alcohol consumption may not disappear, its growth could slow, especially among younger generations. As non-alcoholic spirits, beer, and wine become more accessible and accepted, people may opt for them in casual settings or for health reasons. The spirits industry will need to adapt by offering more alcohol-free alternatives and promoting moderation-focused products.

According to Reynald Grattagliano , "non-alcoholic spirits", also known as 0.0 or Zero Proof, represent a market expected to reach \$271 billion worldwide by 2033. Non-alcoholic beverages appear to be booming, ready to compete with spirits and strong alcohols among new consumer actors, particularly Europeans, in search of conviviality and above all naturalness.

Reynald Grattagliano created Arkay Beverages in 2011 which alcohol replacement is a unique and innovative drink for consumers world-wide looking for an alcohol-free liquor alternative with placebo effect. Arkay is gaining immense popularity as a leading spirits alternative in the US. This is attributed to its striking resemblance to traditional liquors.

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