

Low-Alcohol Beverages Market to Reach USD 2.36 Billion by 2033, Driven by Health-Conscious Consumers | FMI

The United States Leads the North American Low-Alcohol Beverages Market, Capturing 54% Share in 2023 with Strong Demand Forecasted

NEWARK, DE, UNITED STATES, January 8, 2025 /EINPresswire.com/ -- The global [low-alcohol beverages market](#), valued at USD 1.41 billion in 2023, is poised for substantial growth, with projections indicating it will reach a revised size of USD 2.36 billion by 2033. This expansion, occurring at a compound annual growth rate (CAGR) of 5.3% over the forecast period, is primarily fueled by the rising trend of mindful drinking and a heightened awareness of health-conscious lifestyles among younger demographics. Increasing demand for healthier drinking alternatives and the adoption of low-alcohol beverages are reshaping the global beverage landscape.



Over the study period, growing awareness of the adverse effects of high-alcohol consumption, coupled with a rising inclination toward healthier substitutes, has been pivotal in driving the market's growth. Millennials, in particular, are drawn to the diverse flavors offered by low-alcohol beverages, which cater to their evolving preferences and health-conscious goals. As consumers increasingly prioritize healthier and tastier drink options, low-alcohol beverages with alcohol-by-volume (ABV) content between 0.05% and 1.12% are gaining popularity.

Key Takeaways

Market Growth Drivers: The rapid substitution of high-alcohol beverages with low-alcohol

alternatives and consumer demand for innovative, flavorful options are key growth catalysts.

Product Innovation: Manufacturers are investing heavily in enhancing the taste, variety, and quality of low-alcohol beverages, leading to the introduction of updated products that retain their original mouthfeel while appealing to health-conscious consumers.

Consumer Trends: Increasing interest in health and wellness, coupled with awareness of the negative effects of excessive alcohol consumption, continues to boost the demand for low-alcohol beverages.

Industry Challenges

Despite its promising growth trajectory, the market faces notable challenges. Low market penetration in emerging economies and the deeply entrenched consumer preference for traditional alcoholic beverages in these regions hinder expansion. Furthermore, a lack of awareness about the benefits and availability of low-alcohol options limits their adoption in developing markets.

Growth Drivers

Health and Wellness Trends: The shift towards healthier lifestyles has driven demand for low-alcohol beverages, as consumers seek products that align with their dietary and fitness goals.

Innovative Offerings: Manufacturers have introduced a range of low-calorie and fruit-flavored beverages, attracting a diverse consumer base. For instance, Molson Coors launched Coors Edge, a 0.5% ABV beer, in the U.S. market, reflecting the industry's commitment to innovation.

Rising Awareness: Public awareness campaigns highlighting the health risks associated with excessive alcohol consumption have further propelled the shift toward low-alcohol alternatives.

Key Industry Highlights

The availability of a wide range of flavors and formats has enhanced consumer appeal.



Increased investment by manufacturers in research and development ensures consistent product innovation and quality improvements.

Partnerships between major beverage brands and health-focused organizations are accelerating the adoption of low-alcohol beverages.

Read the complete findings—download the full report. <https://www.futuremarketinsights.com/reports/low-alcohol-beverages-market>

Key Companies Profiled

Accolade Wines Australia Ltd.; Allagash Brewing Co.; Anheuser Busch InBev SA NV; Asahi Group Holdings Ltd.; Bacardi Ltd.; Beam Suntory Inc.; Bells Brewery Inc.; Carlsberg Breweries AS; CODYS Drinks International GmbH; Constellation Brands Inc.; Curious Elixirs; Diageo Plc; Heineken NV; Kirin Holdings Co. Ltd.; Molson Coors Beverage Co.

Low-alcohol Beverages Market Segmentation by Category

By Type:

- Low-Alcohol Beer
- Low-Alcohol Spirits
- Low-Alcohol Wine
- Low-Alcohol RTD
- Low-Alcohol Ciders

By Distribution Channel:

- Hypermarkets/Supermarkets
- Convenience Stores
- Specialty Stores
- Online Retail

By Region:

- North America
- Latin America
- Europe
- The Middle East and Africa
- East Asia

Explore FMI's related ongoing Coverage in Food and Beverage Domain:

The global [non-alcoholic malt beverages market](#) is estimated at USD 32.7 billion in 2023 and is projected to reach USD 62.7 billion by 2033. Future Market Insights projects that non-alcoholic malt beverages remain steady, exhibiting growth at 6.7% CAGR between 2023 and 2033.

The [premium alcoholic beverage market](#) is witnessing significant growth, with a projected valuation of US\$ 430.38 billion in 2024. The market is expected to grow at a CAGR of 9.10% through 2034, reaching a high of US\$ 1,032.38 billion.

About Future Market Insights (FMI)

Future Market Insights, Inc. (ESOMAR certified, recipient of the Stevie Award, and a member of the Greater New York Chamber of Commerce) offers profound insights into the driving factors that are boosting demand in the market. FMI stands as the leading global provider of market intelligence, advisory services, consulting, and events for the Packaging, Food and Beverage, Consumer Technology, Healthcare, Industrial, and Chemicals markets. With a vast team of over 400 analysts worldwide, FMI provides global, regional, and local expertise on diverse domains and industry trends across more than 110 countries.

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