

Non-Alcoholic Beer Market Competition Analysis 2025: How Players Are Shaping Growth

The Business Research Company's Non-Alcoholic Beer Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, December 10, 2025 /EINPresswire.com/ -- The [Non-Alcoholic Beer market](#) is dominated by a mix of global beverage conglomerates and emerging craft brewers. Companies are focusing on innovative brewing technologies, premium flavour development, and health-oriented product formulations to strengthen market presence and cater to evolving consumer preferences.

Understanding the competitive landscape, regional consumption patterns, and branding strategies is essential for stakeholders seeking growth opportunities, new market entry, and strategic collaborations within the rapidly evolving global non-alcoholic beer industry

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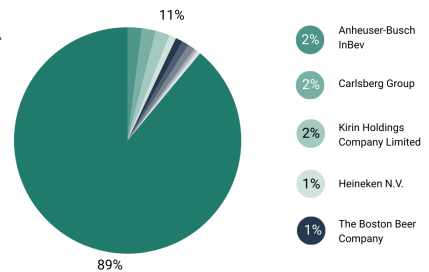
Which Market Player Is Leading the Non-Alcoholic Beer Market?

According to our research, Anheuser-Busch InBev led global sales in 2023 with a 2% market share. The Non-Alcoholic Beverages (NABev) division of the company is completely involved in the diverse portfolio of non-alcoholic beers, catering to health-conscious and lifestyle-

driven consumers. Its products include innovative craft, flavoured and traditional beer alternatives, leveraging premium ingredients and advanced brewing techniques. These offerings target a growing demand for low-calorie, alcohol-free beverages, supporting social and wellness trends. NABev emphasizes sustainability in production while expanding its market reach through strategic branding and partnerships to align with evolving consumer preferences

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Non-Alcoholic Beer Market Competitor Analysis 2025



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Non-Alcoholic Beer Global Market Report 2025_Competitor

How Concentrated Is the Non-Alcoholic Beer Market?

The market is fragmented, with the top 10 players accounting for 9% of total market revenue in 2023. This extreme level of fragmentation reflects the industry's relatively low entry barriers driven by established brewing infrastructure, global distribution networks, and the ability for both major brands and local breweries to leverage existing recipes and production lines to create non-alcoholic variants. Leading vendors such as Anheuser-Busch InBev, Carlsberg Group, and Heineken N.V. dominate through powerful brand recognition, extensive global distribution, and significant marketing resources, while a long tail of smaller firms and local breweries cater to specific regional tastes and niche segments. As consumer demand for health-conscious beverage options accelerates, market consolidation and strategic partnerships are expected to gradually increase the share and dominance of the major players.

- Leading companies include:

- o Anheuser-Busch InBev (2%)
- o Carlsberg Group (2%)
- o Kirin Holdings Company Limited (2%)
- o Heineken N.V. (1%)
- o The Boston Beer Company (1%)
- o Diageo plc (1%)
- o Asahi Group Holdings Ltd. (1%)
- o Molson Coors Beverage Company (0.4%)
- o Krombacher Brauerei Bernhard Schadeberg GmbH & Co. KG (0.3%)
- o Vinut (0.3%)

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Which Companies Are Leading Across Different Regions?

- North America: A&W Canada, Crafty Beasts Brewing, Libra Beverage Co, Corona Canada, Bero, Athletic Brewing Company, Kit NA Brewing, The Boston Beer Company, Katrina Brewing Co, Labatt Breweries of Canada (part of AB InBev), Grupo Modelo (AB InBev), Cervecería Cuauhtémoc Moctezuma (Heineken N.V.), Steam Whistle Brewery, Big Rock Brewery, Cervecería de Colima, Molson Coors Beverage Company, Anheuser-Busch (AB InBev), Heineken USA, and Lagunitas Brewing Company (Heineken N.V.). are leading companies in this region.
- Asia Pacific: The Coca-Cola Company, Drop Bear Beer Co, Suntory Beer Limited, Asahi Group Holdings, Ltd, Molson Coors Beverage Company, Collective Arts Brewing Inc, Sobah Non-Alcoholic Beverages Pty Ltd, Budweiser Brewing Company APAC Limited, B9 Beverages Pvt. Ltd, Carlton & United Breweries Pty Ltd, Little Creatures Brewing Pty Ltd, Heineken Australia Pty Ltd, China Resources Breweries Co, Ltd, Tsingtao Brewery Co, Ltd, Amrut Distilleries Pvt. Ltd, Anheuser-Busch InBev SA/NV (AB InBev), Sapporo Breweries Ltd, Kirin Holdings Company, Limited, HiteJinro Co, Ltd, Oriental Brewery Co, Ltd, and Tribe Breweries Pty Ltd. are leading companies in this region.
- Western Europe: Anheuser-Busch InBev SA/NV (AB InBev), Heineken N.V, Carlsberg Group,

Asahi Group Holdings, Ltd, Erdinger Weissbräu Werner Brombach GmbH, Big Drop Brewing Company Limited, BrewDog plc, Drop Bear Beer Co, Clausthaler Brewery (Binding-Brauerei AG), Krombacher Brauerei Bernhard Schadeberg GmbH & Co. KG, Mikkeller ApS, vandeStreek Bier B.V, Nirvana Brewery Ltd, Brauerei Gebr. Maisel KG (Maisel's Weisse), WellBeing Brewing Company, UNLTD, Davide Campari-Milano N.V. (Campari Group), Diageo plc, Utopian Brewing Ltd, Collider Brew Co. Ltd, Halewood International Ltd, Pernod Ricard S.A, Bayerische Staatsbrauerei Weißenstephan (Weißenstephaner), Mr. Malt Srl, Caldic B.V, Muntons plc, Franziskaner Weissbier (Spaten-Franziskaner-Bräu GmbH), Peroni Nastro Azzurro (Asahi Europe & International), and EvodiaBio A/S. are leading companies in this region.

- Eastern Europe: Bernard Family Brewery, Moscow Brewing Company, Birell, Bergenbier S.A, The Boston Beer Company, Inc, Budweiser Budvar Brewery, Pilsner Urquell, Żywiec Brewery, Browar Nepomuceno, Ursus Breweries, and Baltika Breweries are leading companies in this region.

- South America: Heineken N.V, Bavaria S.A, Cervecería y Maltería Quilmes (part of AB InBev), Brahma (AB InBev), Grupo Petrópolis, Heineken Brazil, Compañía Cervecerías Unidas S.A. (CCU), Cervecería Águila (AB InBev), Postobón S.A, and Backus y Johnston (AB InBev). are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Product Development and Consumer-Centric Offerings is essential for businesses aiming to stay competitive in rapidly changing
- Example: Carlsberg Group Carlsberg 0.0 (March 2023) help in meeting growing demand for low and alcohol-free beverages.
- The innovation has shown strong potential, with 64% of current UK alcohol-free beer buyers expressing intent to purchase after testing.

Which Strategies Are Companies Adopting to Stay Ahead?

- Launching innovative product lines and flavour variants
- Enhancing strategic partnerships and distribution networks
- Focusing on sustainable brewing practices and eco-friendly packaging
- Leveraging digital marketing and e-commerce platforms

Access the detailed [Non-Alcoholic Beer Market report](https://www.thebusinessresearchcompany.com/report/nonalcoholic-beer-global-market-report) here:

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