

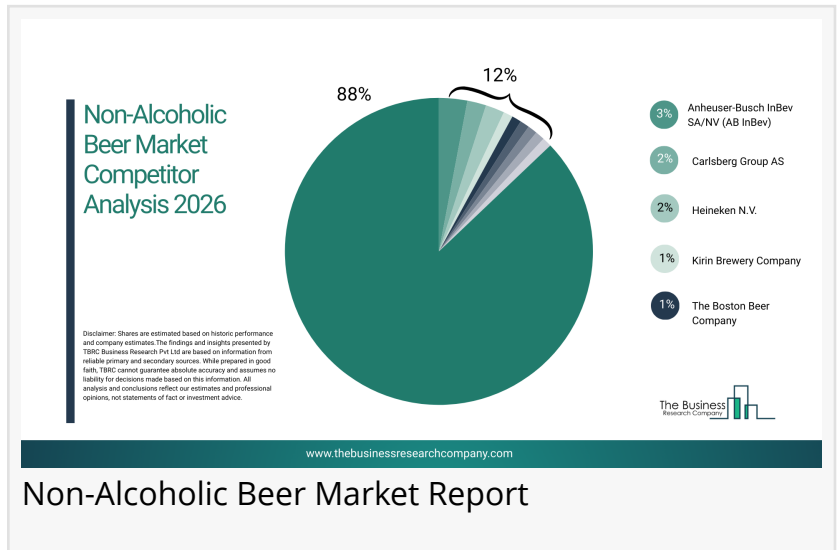
Health-Focused Consumer Preferences Driving The Non-Alcoholic Beer Market 2026

The Business Research Company's Non-Alcoholic Beer Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, March 13, 2026

/EINPresswire.com/ -- The [Non-Alcoholic Beer market](#) is dominated by

a mix of global brewing leaders and regional craft innovators. Companies are focusing on taste and mouthfeel parity with alcoholic beer, premium brand building and wider flavor innovation, and stronger retail and on trade distribution execution to strengthen market presence and capture repeat consumption occasions. Understanding the competitive landscape is key for stakeholders seeking portfolio expansion opportunities, route to market partnerships, and strategic positioning across alcohol free, flavored, and mainstream retail channels.



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

According to our research, Anheuser-Busch InBev SA/NV (AB InBev) led global sales in 2024, with a 3% market share. The Non-Alcoholic Beverages (NABev) division of the company is completely included in the non-alcoholic beer market, provides diverse portfolio of non-alcoholic beers, catering to health-conscious and lifestyle-driven consumers. Its products include innovative craft, flavored 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.

How Concentrated Is the Non-Alcoholic Beer Market?

The market is fragmented, with the top 10 players accounting for 11% of total market revenue in 2024. This level of fragmentation reflects the category's highly decentralized structure, driven by a large base of regional brewers, craft producers, and multinational beverage companies

launching alcohol free variants across multiple flavor profiles and brewing technologies. Leading competitors such as Anheuser Busch InBev SA/NV (AB InBev), Carlsberg Group AS, and Heineken N.V. lead the market through strong brand portfolios, scale distribution, and sustained product innovation, while a wide set of smaller players compete through local taste preferences and niche positioning. As consumer demand for alcohol free options accelerates, consolidation and partnerships are expected to increase, strengthening the scale advantage of major brewers and expanding route to market access for select regional brands.

•Leading companies include:

- oAnheuser-Busch InBev SA/NV (AB InBev) (3%)
- oCarlsberg Group AS (2%)
- oHeineken N.V. (2%)
- oKirin Brewery Company (1%)
- oThe Boston Beer Company (1%)
- oDiageo plc (1%)
- oAsahi Group Holdings Ltd. (1%)
- oRoyal Swinkels Family Brewers UK Ltd. (0.6%)
- oMolson Coors Beverage Company (0.4%)
- oPaulaner Brewery Group (0.3%)

Request a free sample of the [Non-Alcoholic Beer Market report](#):

https://www.thebusinessresearchcompany.com/sample_request?id=5226&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

Which Companies Are Leading Across Different Regions?

- North America: Crafty Beasts Brewing Company; Athletic Brewing Company LLC; Kit NA Brewing Company; The Boston Beer Company Inc.; Labatt Breweries of Canada LP; Cervecería Cuauhtémoc Moctezuma S.A. de C.V.; Steam Whistle Brewing Inc.; Big Rock Brewery Inc.; Cervecería de Colima S. de R.L. de C.V.; Molson Coors Beverage Company; Anheuser Busch InBev SA NV; Athletic Brewing Company LLC; Finnegans Brew Co.; Firestone Walker Brewing Company; Heineken USA Inc.; Lagunitas Brewing Company are leading companies in this region.
- Asia Pacific: Heineken N.V., Carlsberg Group, Drop Bear Beer Co. Ltd, Suntory Holdings Limited, Asahi Group Holdings, Ltd., Molson Coors Beverage Company, Sobah Beverages Pty Ltd, Anheuser Busch InBev SA/NV, Carlton and United Breweries Pty Ltd, China Resources Beer Holdings Company Limited, Tsingtao Brewery Co., Ltd., Anheuser Busch InBev SA/NV, Sapporo Holdings Limited, Kirin Holdings Company, Limited, Hite Jinro Co., Ltd., Oriental Brewery Co., Ltd., and Coopers Brewery Limited are leading companies in this region.
- Western Europe: Anheuser-Busch InBev SA/NV, Heineken N.V., Carlsberg A/S, Asahi Group Holdings, Ltd., Privatbrauerei Erdinger Weißbräu Werner Brombach GmbH, Big Drop Brewing Company Limited, Drop Bear Beer Co Ltd, Radeberger Gruppe KG operating as Clausthaler Brewery, Krombacher Brauerei Bernhard Schadeberg GmbH and Co. KG, Brauerei Gebr, Maisel's Weisse, WellBeing Brewing Company, UNLTD Beer Ltd, Utopian Brewing Limited, Bayerische Staatsbrauerei Weihenstephan, and Spaten-Franziskaner-Bräu GmbH. are leading companies in

this region.

- Eastern Europe: Birell, The Boston Beer Company, Inc., Budějovický Budvar, národní podnik, Plzeňský Prazdroj, a.s., Grupa Żywiec S.A., Bergenbier S.A., Rodinný pivovar BERNARD a.s., Warsteiner Brauerei Haus Cramer KG, Radeberger Gruppe KG, and Baltika Breweries LLC. are leading companies in this region.
- South America: Heineken N.V., Swinkels Family Brewers N.V. (Bavaria), Cervecería y Maltería Quilmes S.A.I.C.A. y G., Companhia de Bebidas das Américas – Ambev S.A. (Brahma), Grupo Petrópolis Ltda., Heineken Brasil Indústria de Bebidas Ltda., Compañía Cervecerías Unidas S.A. (CCU), and Unión de Cervecerías Peruanas Backus y Johnston S.A.A. are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Strategic Distribution Partnerships is expanding geographic reach, scale retail availability and accelerate brand penetration across key regional markets.
- Example: DioniLife Mash Gang beer brand (April 2025) strengthened its presence in the Colorado market with Breakthru Beverage Group.
- The partnership accelerate DioniLife's distribution footprint by tapping into Breakthru's deep relationships with retailers, bars and restaurants across the state.

Which Strategies Are Companies Adopting to Stay Ahead?

- Focusing on product launches to tap into new markets.
- Strengthening brand collaborations and strategic partnerships.
- Investing in sustainability and eco-friendly production.
- Leveraging investment to expands non-alcoholic and low-alcoholic beer portfolio.

Access the detailed Non-Alcoholic Beer Market report here:

https://www.thebusinessresearchcompany.com/report/nonalcoholic-beer-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

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