

# LOW AND NO-ALCOHOL WINE

Topping the list for new beverage opportunities in 2021

North America's low/no alcohol wine market is projected to reach \$1.34B and 100M liters by 2025<sup>1</sup>



*US products launched in 2020*

## ARE YOU READY?

*ConeTech offers services for development of No and Low Alcohol wines, as well as alcohol adjustment for regular, lower alcohol, and zero alcohol wines.*

**ConeTech**

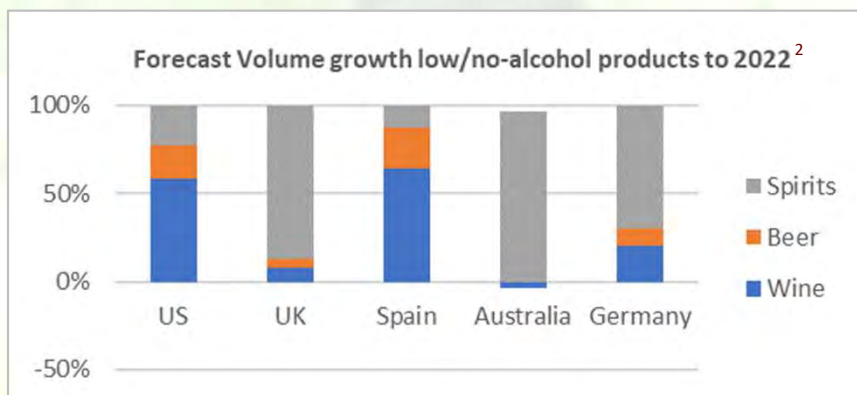
WORLD LEADER IN ALCOHOL AND  
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# Consumption of non-alcoholic wine and other low and no alcohol beverages is increasingly becoming one of the mainstream trends shaping the global beverage industry.

**WINE** shows the greatest opportunity in the USA for growth among key low / no-alcohol beverage categories based on a recent IWSR study looking at growth of low / no-alcohol in five of the key global beverage markets.



Within key global beverage markets, the **USA dominates all other countries** in the growth of the **low - alcohol Lifestyle wine category** (8- 12% abv) with a projected CAGR of nearly 20% from 2018 - 2022, IWSR.

The beverage industry is undergoing a transformation due to the rise of ‘healthier’ categories as a result of changing demographics, generational habits and an overarching desire to live longer and better!

Compared to traditional wine, **low/ no-alcohol wine** is soaring on popularity due to the development of non-alcoholic wine which has more flavor, depth and sophistication and caters to a large segment of the population.

## WHY target this new market?

Large and small, alcohol manufacturers are prioritizing a focus in low & non-alcoholic beverages for several reasons including to boost profitability margins due to zero tax policies on non-alcoholic beverages, the opportunity for strategic alliances, line extensions and an expanding customer base and occasion for consumption.

# LEARN MORE

## Articles about ConeTech and low/no Alcohol



**Improved Dealcoholization Technology Preserves Beverage Quality and Meets New Consumer Demands**

November 19, 2020



**Exclusive: Kim Crawford Unveils "Illuminate" Range Of Low-Calorie Wines**

OCTOBER 29, 2020



**Why the Alcohol-Free Category Is Thriving**

October 26, 2020



**Rising trend: Low alcohol and alcohol free wine**

January 8, 2020



**Growth opportunities for the low- and no-alcohol category**

February 25, 2020



**ConeTech: The tech removing the booze from your favourite wine**

January 14, 2019



**Alcohol free wine is not impossible, it's here!**

October 21, 2020



**Young drinkers' thirst for no and low-alcohol beer sets new trend**

March 10, 2020

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