

# 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<sup>2</sup>

## 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  
FLAVOR MANAGEMENT SERVICES

(707) 577-7500 or

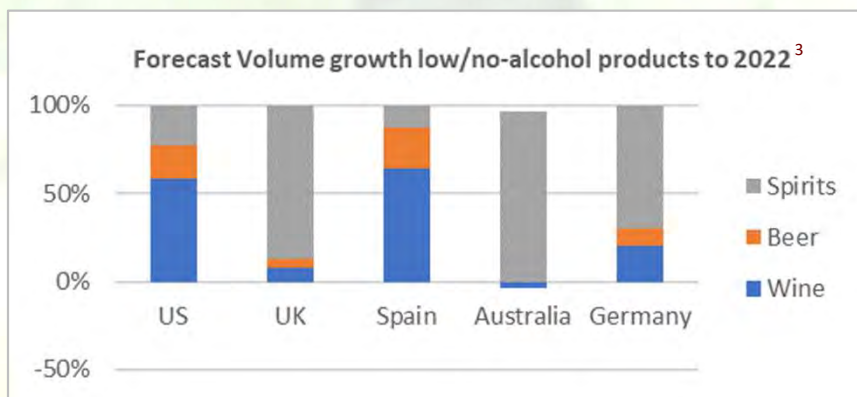
[jsmith@conetech.com](mailto:jsmith@conetech.com)

<sup>1</sup> - Global Market Insights: Global Non-Alcoholic Wine & Beer Market Report, 2025

<sup>2</sup> - All photos and other graphics in this document are for illustration only. All trademarks and copyrights included in pictures and other graphics in this document are the sole property of the brand owners and/or authors. Brands or products included in this document do not reflect any association with ConeTech or any of its affiliated companies.

# 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.

# **ConeTech**

WORLD LEADER IN ALCOHOL AND  
FLAVOR MANAGEMENT SERVICES

**(707) 577-7500 or**

**[jsmith@conetech.com](mailto:jsmith@conetech.com)**

# 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

# ConeTech

WORLD LEADER IN ALCOHOL AND FLAVOR MANAGEMENT SERVICES

(707) 577-7500 or  
[jsmith@conetech.com](mailto:jsmith@conetech.com)