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Non-alcoholic wine sales rose 17% in U.S. retail channels

Impact Databank said volume climbed 12%, extending several years of double-digit gains in a category still under 1% of the market

Friday, November 13, 2026



U.S. sales of non-alcoholic wine continued to grow in retail channels even as the broader wine market remained under pressure, according to data released by Impact Databank on Thursday, November 12.

In the 52 weeks ending October 3, non-alcoholic wines posted a 12% increase in volume and a 17% increase in dollar sales in NielsenIQ channels, Impact Databank said. The category still accounts for less than 1% of the total U.S. wine market, but it has recorded strong double-digit growth for several years.

Impact Databank said low-calorie wines also kept expanding. In 2025, that segment moved past 3 million cases on double-digit growth, joining non-alcoholic brands and wine-based cocktails as some of the most active parts of the wine business. The performance stands out because it points to a part of the market where consumers are still spending, even as many traditional wine brands face weaker demand.

That trend is likely to matter across the beverage business, not only for wineries but also for distributors and retailers deciding where to place inventory and marketing money. Suppliers that already sell wine, beer and other drinks are increasingly treating moderation, lower-calorie products and alcohol-free options as a broader portfolio strategy rather than a narrow wine niche.

Trinchero’s Fre remains the leading de-alcoholized wine brand in the United States, according to Impact Databank. The company’s Seaglass label has also gained traction since entering the non-alcoholic segment in 2024. In sparkling wine, Mionetto Prosecco leads alcohol-removed sparkling brands, along with Freixenet Cava from the same portfolio.

A separate Impact Databank brand ranking, based on Circana data for the 52 weeks ending October 4, showed how concentrated the category still is. Fre led de-alcoholized wines with 451,000 9-liter cases in 2025 U.S. depletions and retail volume growth of 5.2%. Giesen 0% followed with 131,000 cases and 15.8% retail volume growth. Ariel posted 71,000 cases and 12.7% growth. Seaglass, while smaller at 50,000 cases, recorded 94.3% growth, and Stella Rosa rose 54.7% to 45,000 cases.

In the low-calorie segment, Delicato’s Bota Box Breeze ranked first with 980,000 9-liter cases in 2025 U.S. depletions, according to the same dataset. Avaline, which markets organic and vegan-friendly wines, was the fastest-growing large brand in the group, with retail volume up 40.5% to accompany 229,000 cases. Other brands showing growth included Kim Crawford Illuminate, up 10.7%, Liquid Light, up 8.9%, Matua

Lighter, up 11.8%, and Decoy Featherweight, up 27.7%.

Some large beverage companies are widening their exposure to the category. In 2026, Constellation Brands expanded its position in better-for-you drinks through the acquisition of Hop Wtr, a non-alcoholic sparkling water brand. Its lineup already included Kim Crawford Illuminate, a lighter wine from New Zealand, as well as de-alcoholized versions of Corona and Modelo Chelada beers. The move shows how major beverage groups are connecting wine moderation trends with adjacent non-alcoholic products.

New Zealand-based Giesen has been one of the faster-growing names in the space. Impact Databank said Giesen 0% has more than quadrupled in volume since 2022. In 2026, the brand introduced a Spritz range in Rosé and Sauvignon Blanc, sold in both 750-ml. bottles and 250-ml. cans. The company has aimed the line at Gen Z consumers, while also attracting millennials and baby boomers looking to moderate their drinking on some occasions.

Other suppliers are also testing new formats and claims. In 2026, California-based O’Neill Vintners launched Fitvine Free, which it described as a functional non-alcoholic wine infused with electrolytes and adaptogens. Fitvine had previously been one of the top-selling light wine brands, built around zero-sugar and gluten-free offerings. During the summer of 2026, Avaline pushed deeper into national retail chains including Kroger, Target and Whole Foods, while also building a larger on-premise presence, especially in hotels.

Recent entries in the alcohol-removed segment have come from several established wine companies. They include Ariel’s California Sauvignon Blanc from J. Lohr at about $13 for a 750-ml. bottle, Palm Bay’s Invivo X, SJP 0% from New Zealand at about $15, and two Italian labels from Frederick Wildman, Riunite Zero Red at about $10 and Maschio Zero White at about $13. Gallo’s La Marca has also introduced a non-alcoholic sparkling wine, while Foley Family Wines & Spirits launched an alcohol-free bubbly backed by Elton John that will compete at the higher end of the market with French Bloom, the non-alcoholic sparkling brand in which Moët Hennessy holds a 30% stake.