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Non-Alcoholic Beer Sales Rose 2.7% in Spain’s At-Home Market

Circana data through October showed alcoholic beer volumes fell 1.5%, underscoring a widening split in Spanish household purchases

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Non-alcoholic beer gained ground in Spain while conventional beer lost volume, according to market data published on November 15 by EFE Agro, citing figures from consumer analytics firm Circana.

The report said sales of non-alcoholic beer in the Spanish market rose 2.7% by volume and 4% by value in data available through October, compared with 2025. Over the same period, beer with alcohol fell 1.5% by volume. The figures show a 4.2-point gap in volume performance between the two categories.

The shift points to a clear divergence in household purchasing in Spain, with the non-alcoholic segment expanding while the traditional category contracts. The stronger increase in value than in volume for non-alcoholic beer suggests that revenue is rising faster than units sold, although the published figures do not allow a breakdown between higher prices and changes in product mix.

The data refer only to at-home consumption in the Spanish market. That means the results cannot be extended to the full hospitality sector, where bars, restaurants and other food service channels can show different patterns of demand. EFE Agro’s report did not provide a combined picture for total beer sales across retail and hospitality.

The published information also leaves some methodological limits. The report said the figures were based on data available through October, but it did not specify whether the comparison reflects a year-to-date total or a rolling 12-month period. It also did not include liters sold, total spending or any currency-based market value, so only the percentage changes can be reported.

Even with those limits, the numbers show that non-alcoholic beer is outperforming conventional beer in Spanish retail purchases for home consumption. In volume terms, the non-alcoholic category posted growth while alcoholic beer moved in the opposite direction. In value terms, non-alcoholic beer also advanced, adding to the contrast between the two parts of the market.

EFE Agro identified the divergence as the main news element in the data it published on November 15. The agency said the figures came from Circana, but the underlying release did not detail the reasons behind the shift in demand.