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# Spain forecasts 3 million liters of alcohol-free wine sales in 2026

Industry leaders say stronger quality could lift the niche market to five million liters by 2029, far below 900 million liters for alcoholic wine

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Spain’s market for alcohol-free wine is growing, although it remains a small part of the country’s broader wine business.

José Luis Benítez, director general of the Spanish Wine Federation, or FEV, told EFE on Monday, November 16, that in almost all traditional wine-consuming countries, about 20% of customers buy products in the alcohol-free or low-alcohol category. His comments point to a broader shift in consumer habits that is also reaching Spain, where wineries have been expanding their offerings beyond standard still and sparkling wines.

Benítez said absolute consumption in Spain is still “very small.” For 2026, the forecast was about three million liters of alcohol-free wine, including still and sparkling varieties. By comparison, wine with alcohol accounts for about 900 million liters of sales in the Spanish market.

That gap shows how limited the segment still is in volume terms. Even so, the federation says growth rates in alcohol-free options have been strong. Benítez said annual increases have been “very high,” and the expectation is that consumption will rise by another two million liters by 2029, reaching five million liters.

The figures suggest that Spain is following a pattern already visible in other wine-drinking markets, where producers are trying to respond to consumers who want alternatives with no alcohol or lower alcohol content. The category remains far smaller than conventional wine, but the industry sees room for expansion as consumer preferences diversify.

Benítez linked much of that demand growth to product quality. He said that until recently, it was “very difficult” for a person who loves wine to choose alcohol-free versions, because the available products often fell short of expectations. He said that has changed, and that there are now options that are “perfectly drinkable” for a wider range of consumers.

That improvement matters for wineries because the success of alcohol-free wine depends not only on health or lifestyle trends, but also on whether regular wine drinkers find the product acceptable in taste and character. Benítez’s comments indicate that the industry believes technical progress is helping remove one of the main barriers that had limited the category.

In Spain, where wine holds a central place in agriculture, exports and food culture, the rise of alcohol-free wine does not threaten the dominance of traditional products in the short term. With three million liters forecast for 2026 against 900 million liters for alcoholic wine, the segment remains marginal in scale. Still, the projected increase to five million liters by 2029 shows that producers expect sustained interest rather than a temporary spike.

The federation’s view also reflects a broader commercial calculation. If roughly 20% of customers in traditional wine markets are already buying no-alcohol or low-alcohol options, companies that ignore the segment could miss a growing part of demand. For Spanish producers, that creates pressure to keep improving quality while building a category that, although small today, is gaining visibility among consumers looking for more choice.