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Nonalcoholic beer captured 8.2% of the European Union beer market in 2025

The Brewers of Europe said the segment more than doubled its market share from 2015, citing data that lacked volume and pricing details

Wednesday, November 25, 2026



Nonalcoholic beer accounted for 8.2% of the European Union beer market in 2025, up from 4% in 2015, according to figures released on Tuesday, Nov. 24 by The Brewers of Europe, an industry association that cited data from Euromonitor International.

The change means the category’s share of the market more than doubled over the decade. Measured in percentage points, the increase was 4.2 points. Measured as a change in market share, it was about 105%. The figures refer to nonalcoholic beer as products with an alcohol content of 0.5% or less.

The data point to a steady shift in the composition of the beer market across the European Union, even though the release did not provide the underlying volume of beer sold, turnover, or a country-by-country breakdown. Because the figures are based on market share, they show that nonalcoholic beer took a larger portion of total beer consumption than it did 10 years earlier. They do not show, on their own, whether physical sales of nonalcoholic beer rose by 105%, or how much total beer consumption changed over the same period.

The Brewers of Europe presented the figures as evidence that the category has moved from a niche product to a more established segment of the market. For brewers, that kind of change can affect production planning, packaging lines, distribution networks, and how much shelf space retailers give to alcohol-free options. A higher share for nonalcoholic beer can also influence marketing strategies and product development as companies respond to changing consumer demand.

Still, the release left several questions unanswered. It described the figure as a share of beer consumed in the European Union, but it did not spell out the methodology used to calculate that share. It also did not include hectoliters, revenue, or pricing data. Without those details, the figures cannot be used to determine the category’s absolute growth in consumption, the average price consumers paid, or how much of the shift came from changes in product mix rather than broader growth in demand.

The industry association also did not provide a direct comparison with 2024, which means the release does not show whether the category gained share in a straight line or whether the increase came in uneven steps over the decade. That limits what can be said about the short-term pace of growth, even as the longer-term trend is clear from

the 2015 and 2025 figures.

The source cited for the market data was Euromonitor International’s Alcoholic Drinks 2026 publication, as reported by The Brewers of Europe. That makes the association’s statement a secondary source rather than an official statistical release. The figures may still be widely used in the brewing industry, but the release did not include enough technical detail to allow a full independent assessment of the estimates.

Even with those limits, the data show a significant change in what Europeans are drinking when they choose beer. A category that represented 1 out of every 25 units of the market in 2015 represented roughly 1 out of every 12 by 2025. That shift is large enough to matter for brewers deciding where to invest, for distributors allocating logistics capacity, and for supermarkets, bars, and other sellers deciding how much space to devote to nonalcoholic beer within their beer ranges.