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A New Era in Sparkling Wines

The Emergence and Growth of Non-Alcoholic Sparkling Wines: A Trend That's Here to Stay

Wednesday, January 10, 2024



In the evolving landscape of the beverage industry, a unique trend has emerged, blending the allure of sparkling wines with the growing demand for non-alcoholic drink options. This burgeoning movement, fueled by increasing consumer interest and supported by industry data, highlights a significant shift in drinking habits and preferences.

Paul Bolton, client director at CGA by NIQ, underscores this trend, noting a significant rise in the no and low alcohol category, particularly in the realm of sparkling wines. This intersection offers a unique opportunity for wine producers, retailers, and publicans to cater to a growing segment of consumers looking for non-alcoholic yet sophisticated drinking options.

In the United States, this trend is still nascent but shows rapid growth. Duncan Shouler, chief winemaker at Giesen Group, cites Nielsen data indicating that non-alcoholic sparkling wines constitute a significant portion of the non-alcoholic wine category, with expectations of continued growth. Francesco Zonin, vice president of Zonin1821, echoes this sentiment, projecting an upward trajectory for both low-alcohol and no-alcohol sparkling wines.

The appeal of non-alcoholic sparkling wines extends across demographics and geographies. In the United States and the United Kingdom, these products are increasingly popular among a broad age range, challenging the notion that non-alcoholic beverages are only for younger consumers. Florence Fagan, UK brand and marketing manager for Grands Chais de France Group, notes the popularity of their alcohol-free fizz brand Nozeco among various age groups, highlighting a widespread interest in alcohol-free alternatives.

The versatility of non-alcoholic sparkling wines also contributes to their popularity. These beverages cater to various needs and preferences, from health-conscious choices to religious beliefs or the desire to avoid alcohol's aftereffects. Paul Schaafsma, managing director of Benchmark Drinks, points out that brands like Kylie Minogue 0% Sparking Rosé, with their low-calorie profile, have found significant success in the market.

Another factor contributing to the rise of non-alcoholic sparkling wines is the technological advancements in production. Shouler from Giesen elaborates on their use of spinning cone technology to ensure the end product remains true to the style of the variety. Similarly, Zonin1821 employs gentle dealcoholization methods to preserve the organoleptic properties of their Cuvée Zero fizz.

The retail landscape for non-alcoholic fizz is evolving, with major retailers expanding their offerings to include these options. Zara Cassidy of Majestic and Emma Jenkinson of Morrisons highlight the growing interest in low and no alcohol options, not just during specific times like Dry January but throughout the year.

Non-alcoholic sparkling wines represent a significant and growing trend in the beverage industry. This shift is driven by consumer demand for sophisticated, health-conscious, and inclusive drinking options. With technological advancements in production and increasing availability in retail, non-alcoholic sparkling wines are poised for continued growth, appealing to a broad spectrum of consumers and occasions.