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64% of French Consumers Plan to Drink More Non-Alcoholic and Low-Alcohol Beverages, Survey Finds

Dealcoholized wines struggle with low awareness and skepticism as beer dominates the no/low alcohol trend in France

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A recent survey conducted by the Ifop institute for FranceAgriMer shows that 64% of French consumers plan to increase their consumption of non-alcoholic and low-alcohol beverages in the future. The study, published on January 15, 2026, is based on a representative panel of 1,111 French respondents and 12 in-depth interviews. It aims to understand current consumption habits and identify growth opportunities for the no/low alcohol beverage category, with a particular focus on wine.

The data reveals that 72% of those surveyed consumed at least one non-alcoholic or low-alcohol beverage in the past twelve months. However, this trend is largely driven by beer. The penetration rate for non-alcoholic beers is nearly ten times higher than for dealcoholized wines. According to the Ifop study, only 5% of respondents reported purchasing dealcoholized wine in the last year. Another barometer, Seeds/Moderato, estimates that 19% of French people drank non-alcoholic wine during the same period.

The survey also highlights confusion among consumers regarding what qualifies as a "low" alcohol beverage. Most participants consider a drink with up to 4% alcohol as "low," while regulations allow for up to 8.5%. For wine specifically, this gap in understanding means that reductions from standard alcohol levels to 6% or even 8% are not seen as significant by most consumers. Many already perceive wine as a moderate or light alcoholic beverage, so the "low" category does not resonate strongly.

Interviews conducted as part of the study reveal skepticism about dealcoholized wine, particularly regarding taste and production methods. The main motivation for choosing dealcoholized wine is to reduce alcohol intake, but concerns about flavor persist. Taste ranks only seventh among reasons for consumption. Many respondents view the dealcoholization process as industrial and at odds with traditional winemaking practices. This perception is reflected in the Seeds/Moderato barometer: only 34% define non-alcoholic wine as dealcoholized wine, another 34% see it as grape juice, 12% think it is a mix of both, and 30% are unsure.

FranceAgriMer suggests that wineries need to reassure consumers about taste and production quality. Recommendations include offering tastings and emphasizing similarities with traditional wines to build trust.

Visibility is another challenge for dealcoholized wines. Only half of regular wine drinkers and consumers of other no/low alcohol beverages are aware of non-alcoholic or low-alcohol wines. The Seeds/Moderato barometer reports that 32% of respondents do not know these products exist at all. Limited availability in supermarkets, bars, restaurants, and wine shops restricts spontaneous discovery. Interviews highlight the importance of packaging and note the absence of dedicated shelf space for these products in supermarkets, which are currently the main channel for raising awareness.

The findings suggest that increasing consumer education about what constitutes a low-alcohol beverage and how dealcoholized wines are made could help address misconceptions. Improving product visibility through better placement in stores and more engaging packaging may also encourage trial among curious consumers. As interest in reducing alcohol intake grows in France, producers face both challenges and opportunities in expanding the market for non-alcoholic and low-alcohol wines.