Non alc beer, wine, and spirits highlights

1 Non alc beer, wine, and spirits offerings are small, but established with over **$395 million** in annual sales, though only account for 0.4% of Bev Al sales.

2 Despite total alcohol sales votalitiy over the past couple of years as peak Covid weeks were lapped, total non alc has maintained steady double digit growth, **up 20.6% vs year ago**.

3 Non alc sales typically spike around key holidays—4th of July and year end holidays—following total alcohol trends, though its **share of total alc is heightened during Dry January**.

4 States on the **west coast and northeast** are more likely to purchase non alc beer, wine, and spirits.

5 All non alc beer, wine, and spirits segments are growing; **non alc beer is the most developed segment**, led by non alc craft and non alc dom premium brands.

6 **82% of non alc buyers** also purchase alcohol-containing beer, wine, or spirits. LDA households purchasing non alc are more valuable to the alcohol industry, spending $157 more than LDA households who exclusively purchase alcohol-containing beer, wine, or spirits.

7 With steady growth over the past few years, non alc beer, wine, and spirits have an **opportunity to expand**, and non alc brands have the ability to sell direct to consumer and in ecommerce channels where traditional alcohol is not available.

8 Non alc options contribute to **responsible drinking and health and wellness for consumers,** and can also be a lever for manufacturers and on premise establishments to promote **responsible consumption.**