# Non-alcoholic beer secures 4.2% of grocery sales, signalling shift in consumer trends



In January 2025, the category of non-alcoholic (NA) beer witnessed a significant milestone, establishing itself as a substantial player in the grocery sector. According to food store data from NIQ, as analysed and reported by Bump Williams Consulting, NA beer secured a notable 4.2% share of overall beer sales in grocery stores during this period. This surge is indicative of shifting consumer preferences, particularly in response to lifestyle choices such as Dry January, which encourages a month of alcohol abstinence.

The December and January months typically see heightened interest in non-alcoholic options, as consumers adopt January resolutions to focus on health and wellness. The latest data provides actionable insights for marketers in the alcohol industry by underscoring the increasing market share of NA products. Diversified offerings that cater to this growing segment may provide opportunities for expansion and brand loyalty, as consumers seek out alternatives that align with their health goals.

Furthermore, the Brewbound discussion also highlighted the optimism among industry leaders regarding regional cider markets. This perspective emerges from the observation that cider continues to captivate consumers, especially in local markets where unique flavours and artisanal processes resonate with purchasing decisions.

Additionally, insights from the conversation noted the relationship between the Consumer Price Index (CPI) for at-home beer prices, which has been increasing at a rate that outpaces overall inflation. This trend raises questions about consumer behaviour and pricing strategies going into the warmer months of 2024, which are traditionally seen as peak times for beer consumption.

In parallel, the upcoming Craft Brewers Conference, slated for Indianapolis, will feature keynotes from prominent figures in the industry, focusing on innovative strategies that could further invigorate the craft beer sector.

As the market landscape continues to evolve, industry stakeholders may benefit by leveraging these insights to recalibrate their go-to-market strategies. Emphasising a balanced portfolio that includes both traditional and non-alcoholic options, alongside a keen understanding of regional preferences and pricing dynamics, will be critical in navigating the future of the alcoholic beverage market effectively.

The information reflects the ongoing developments within the beverage landscape, emphasising the importance of adaptation and responsiveness to consumer demands.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://blog.tbrc.info/2025/01/global-non-alcoholic-beer-market/> - This URL supports the claim about the growing market share of non-alcoholic beer, highlighting its expansion due to shifting consumer preferences and health awareness.
* <https://www.globenewswire.com/news-release/2025/01/10/3007653/0/en/Rising-Health-Consciousness-Fuels-Non-Alcoholic-Beer-Industry-Growth-Projected-to-Reach-USD-43-926-9-Million-by-2034-Future-Market-Insights-Inc.html> - This URL corroborates the trend of rising health consciousness driving the demand for non-alcoholic beer, particularly in regions like the United States.
* <https://www.thebusinessresearchcompany.com/report/nonalcoholic-beer-global-market-report> - This URL provides further evidence of the non-alcoholic beer market's growth, aligning with the article's discussion on consumer preferences and market expansion.
* <https://www.brewbound.com/> - While not directly linked to a specific article, Brewbound is a platform that often discusses industry trends, including those related to regional cider markets and craft beer, as mentioned in the article.
* <https://www.bls.gov/cpi/> - This URL from the Bureau of Labor Statistics provides data on the Consumer Price Index (CPI), which is relevant to understanding the inflation rate and its impact on at-home beer prices.