



NO-ALC TREND

Zero alcohol.
Maximum profit.

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Zero alcohol. Maximum profit.

The no-alcohol beverage market is **expanding rapidly** worldwide. Driven by increasing **health consciousness** and changing social behaviours, consumers are looking for alcohol-free alternatives. Let's explore four options offering you a **world of opportunities!**

#01 0.0 Lager

#02 Clear Malt

#03 Dark Malt

#04 Energy Drink



01

0.0 Lager

Healthier lifestyles and social responsibility is driving consumers to the authentic alcohol-free beer experience



Booming market

Volumes have increased to 21 million hectolitres in the past 5 years - representing **growth of 37%**. This trend is visible in Europe (73%), Asia (17%) and the Americas (9%). It's driven by consumer preferences for **healthier lifestyles, social responsibility** and changing cultural behaviours.

+37%

Volume growth of
0.0 lager between
2018 and 2023

21M

Total volume in HL
of 0.0 lager sold in
2023 worldwide

7B

Total value in euro of
0.0 lager sold in
2023 worldwide

0.0 Lager | Zero alcohol. Maximum profit.



New experience

0.0 lager is crafted to copy the experience of alcoholic lager. Advances in **brewing technology** mean brewers can keep the flavour profiles and aromas of regular beer, making it an attractive option for beer enthusiasts and casual drinkers while opening up entirely **new consumption moments**.

Ambitious plans

All major breweries are expanding into no-alcohol options. Heineken is the **pioneer in 0.0 lager** and the leading brand in the segment thanks to significant marketing campaigns. The brewer directs **10% of all media spend** towards promoting responsible consumption.



Our offering

We brew a **high-quality option** for Royal Dutch. Our 0.0 has a perfectly balanced taste with refreshing fruity notes and a **soft, malty body**. Available in 330 ml cans, it's the perfect add-on for customers selling Royal Dutch Lager.

Commercial proposal [!\[\]\(5eb1325dfdc3f1cad8426726c0db51cd_img.jpg\)](#)

0.0 Lager | Zero alcohol. Maximum profit.



Clear Malt

Popular among non-alcohol drinkers, being a healthier & more sophisticated alternative to sugary sodas and juices



A refreshing opportunity

The demand for clear malt is substantial with a **stable volume** of 19 million hectolitres in 2023 and modest growth of +3% in the past year. The segment is present in the **Middle-East (77%)**, Asia (14%), Africa (7%) and Europe (2%).

19M

Total volume in HL of
clear malt sold in
2023 worldwide

4B

Total value in euro of
clear malt sold in
2023 worldwide

+3%

Volume growth of
clear malt between
2022 and 2023



Consumer appeal

Clear malt is extremely popular among consumers **not drinking alcohol** due to cultural or religious reasons. It offers a healthier alternative to sugary sodas and fruit juices while having a more **adult product image** thanks to sophisticated pack designs and smart marketing campaigns.

Classic & flavours

Non-alcoholic clear malt beverages are similar in taste to beer but with **stronger maltiness**. The market is divided into unflavoured (Classic) and sweeter flavoured options (fruits, herbs or spices). One of the **leading brands** is Barbican, known for its variety of flavours and wide availability.



Our offering

Clear malt drinks can be made by traditional brewing using **fresh ingredients** or by mixing compounds. 3 Horses is one of the few naturally brewed brands, resulting in a superior flavour profile and **perceived high quality**. It's available in Classic (bottle and can), Apple, Strawberry and Pomegrate (bottle only).

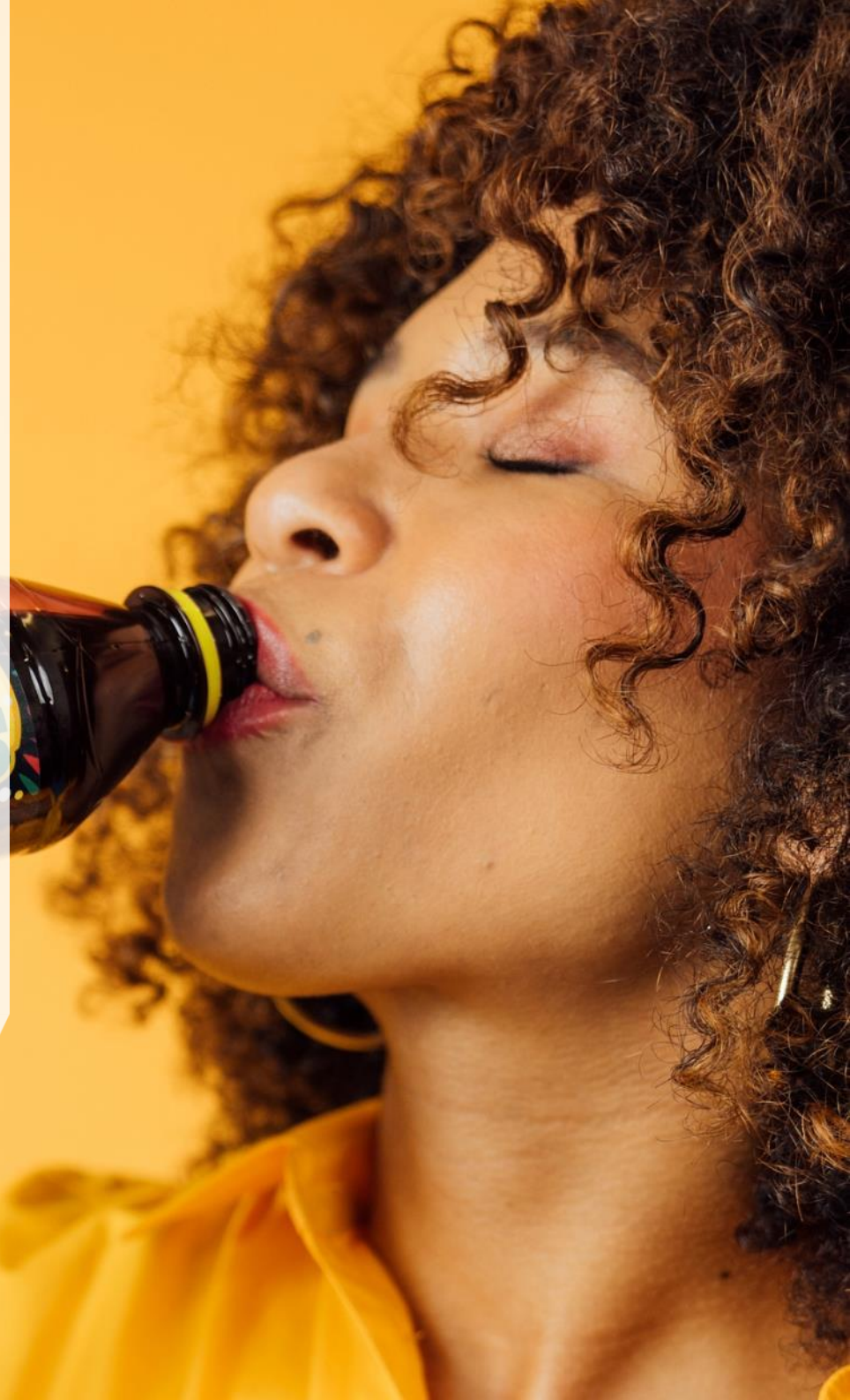
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Clear Malt | Zero alcohol. Maximum profit.



Dark Malt

Popular among
young and old for
their energizing
power, nutritional
benefits and all-
natural character



Natural goodness

Dark malt beverages have a stable annual volume of **20 million hectolitres**, growing 4% in the past five years. With their energizing power and nutritional benefits, these drinks are seen as healthier alternatives to sugary sodas. The segment is in **Africa (71%)**, the Americas (26%) and Europe (3%).

20M

Total volume in HL of
dark malt sold in
2023 worldwide

3B

Total value in euro of
dark malt sold in
2023 worldwide

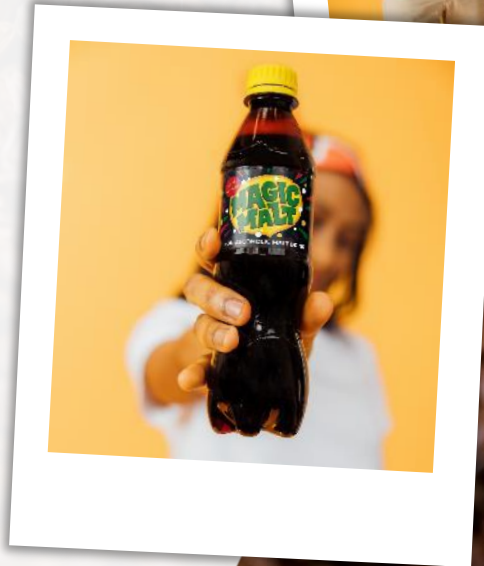
+4%

Volume growth of
dark malt between
2018 and 2023



Rich and robust

Like dark beer, these drinks can use **malted barley** offering a rich, robust flavour and full body. Available with natural taste or flavour combinations such as **chocolate, coffee and caramel**, malt drinks are sweeter without the bitterness of beer. Malta Guinness is the leading brand.



Dark Malt | Zero alcohol. Maximum profit.

Our offering

Our key brand for this segment is Magic Malt - an all-natural dark malt **made with real barley**. In the coming months, our packaging will be revamped making it more **exciting and vibrant** which is set to score well with consumers. Stay tuned for more information!

Commercial proposal [!\[\]\(869f8db8cb6058a4d20fc99f4521bf06_img.jpg\)](#)

Dark Malt | Zero alcohol. Maximum profit.



04 **Energy Drink**

A rapidly
expanding global
market with
innovative
products meeting
diverse consumer
demands

Global popularity

This dynamic market has a total volume of over **200 million hectolitres**, growing at rapid speed in the past five years. Significant volumes are sold across all regions: Asia (43%), Americas (27%), Europe (23%) and Africa (4%). **Further growth** is forecast at 7% per year.

200M

Total volume in HL of
energy drink sold in
2023 worldwide

84B

Total value in euro of
energy drink sold in
2023 worldwide

+61%

Volume growth of
energy drink between
2018 and 2023



Many innovations

These drinks are chosen for their energizing powers and recent innovations have **focused on experimentation** and health & wellbeing. This includes all-natural ingredients, low-calorie and sugar-free options, exotic flavours, new formats (shots and powders) and **added functionalities** (vitamins, minerals & CBD). Red Bull, known for its iconic commercials and extreme sports sponsorship, is the **brand leader**.

Energy Drink | Zero alcohol. Maximum profit.



Our offering

We have a high-quality option under the Atlas brand - famous for its **strong beer heritage**. Atlas Energy Drink features a bold but stylish packaging design and a refreshing and **powerful flavour** designed to provide a quick energy boost. Available in 250 ml cans.

Commercial proposal [!\[\]\(51423b03ed5dbe39f78a50141211e114_img.jpg\)](#)

Energy Drink | Zero alcohol. Maximum profit.



Create your own success story!

We are a global beer company. Our diverse range of **beers, malts & RTD** combined with our market expertise could be your key to **opening new opportunities** in the region. Interested?

Contact us now! 



Sources | All data in this document are obtained using Global Data, Euromintor and Mintel

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