

# Zero Alcohol Wines From California

- The non-alcoholic beverage market is expected to reach a record value of \$1,650.28 billion globally by 2024, according to a report by Zion Market Research.
- One-third of 21- to 24-year-olds and 35- to 44-year-olds say they consume low- or no-alcoholic drinks two or three times a week.
- The non-alcoholic wine and beer market is poised to hike from around \$20 billion in 2018 to over \$30 billion by 2025, according to a 2019 Global Market Insights, Inc. report.
- Google trends globally indicate 81% growth of searches including "non-alcoholic" in 2019 vs. 2018.
- Bon Appetit Magazine estimates that the no-alcohol and low-alcohol category will grow 32% from 2018-2022.



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