

Non-Alcoholic Beer in Canada

What the sector's growth could mean for
Nova Scotia businesses

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Industry Overview

Industry Overview

The **non-alcoholic beverage segment** in Canada, encompassing beer, wine, and spirits, is experiencing robust growth and evolving consumer acceptance. Historically associated with sober occasions like Dry January, this category has expanded its appeal, becoming a regular choice across all drinking occasions. As of 2024, it represents approximately **7.3% of the total alcohol market**, with an impressive 24% growth in off-premise channels (such as grocery or liquor stores and online purchases) over the past year, reaching a **market value of \$199 million**.

This segment is notably driven by shifting consumer priorities toward health and moderation, with younger demographics (21-35) heavily contributing to its growth. **Non-alcoholic beer continues to dominate the category, accounting for 76.1% of sales**, while non-alcoholic spirits are experiencing the fastest growth at 67.6%. This growth trajectory reflects a broader industry trend where traditional alcohol categories stagnate or decline, creating opportunities for innovation and diversification within non-alcoholic alternatives.

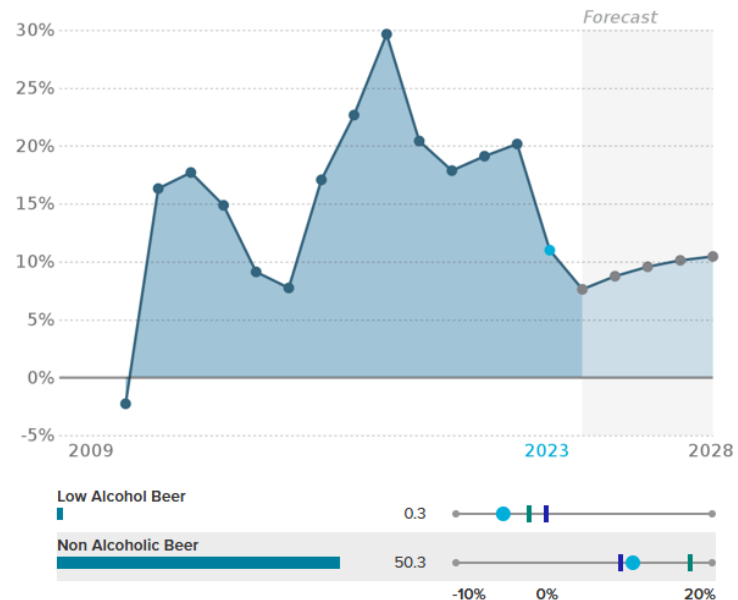
The non-alcoholic beer market in Canada shows a **projected stable growth rate**, maintaining around a 10% increase post-2024. The demand is considerably higher than that of low-alcohol beer, which has a minimal presence, reflected by a growth rate close to zero. The forecast suggests non-alcoholic beer will continue to dominate the low-alcohol segment, highlighting strong consumer preference and steady market expansion in the coming years.ⁱ

Canadian consumers are expected to continue gravitating towards non-alcoholic or low-alcoholic drinks as health concerns surrounding alcohol consumption remain prominent in the media. Warnings from Health Canada and the World Health Organization (WHO) have further heightened these concerns, making post-pandemic consumers more cautious about their consumption choices. While this trend might negatively impact traditional beer sales, it is likely to boost the growth of low and non-alcoholic beer.ⁱⁱ

More and more Canadians are rethinking their relationships with alcohol. According to Statistics Canada, half of Canadian adults reported not drinking any alcohol in the past seven days.ⁱⁱⁱ In 2023, the Canadian Centre on Substance Use and Addiction released **Canada's Guidance on Alcohol and Health**, which provides new evidence-based recommendations on alcohol consumption, to help Canadians make informed decisions about their health. The recommendations promote reducing alcohol consumption to decrease the risk of alcohol-related harms and define four different risk zones based on the number of standard alcoholic drinks consumed per week.^{iv}

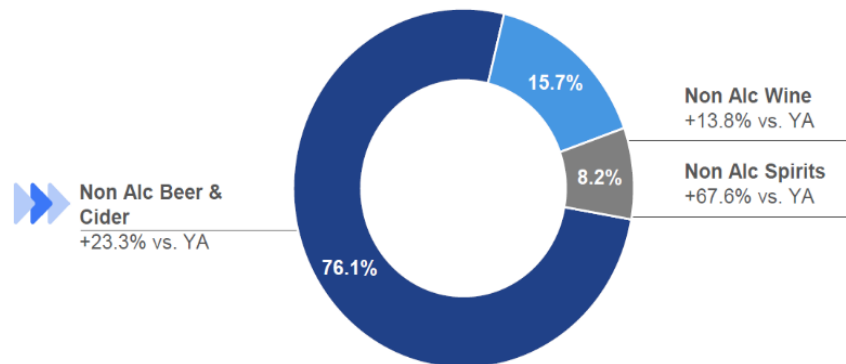
Historically, non-alcohol beer, wine, and spirits products were primarily enjoyed during popular key sober holidays, like Dry January. In recent years, there has been a significant increase in sales of non-alcoholic products, establishing them as a practical and appealing choice for a wide range of occasions.^v

Graph 1: Sales Performance of Non/Low Alcohol Beer ⁱⁱ



According to research from Nielsen IQ (NIQ), **all non-alcoholic segments are growing**, with non-alcoholic beer and cider as the largest segment. With a market value around \$200 million, in the off-premise channels that NIQ tracks, and a robust 24% growth rate, non-alcohol beer, wine, and spirits are now a staple during all major drinking holidays, especially in the May and year-end celebrations.^{vi}

Graph 2: Non-alcoholic Growth Breakdown^{vii}



Non-alcoholic products have shown significant growth over the past three years, with sales increasing from \$137.1 million in 2022 to **\$199.0 million in 2024**. This represents a 24.0% increase in dollar growth compared to the previous year (YA), marking the highest growth rate in three years. The double-digit growth trend highlights the increasing popularity and consumer demand for non-alcoholic options in off-premise channels.^{viii}

The broader non-alcoholic beverage sector in Canada has seen significant economic contributions and steady growth over the years. In 2019, this sector added over \$5 billion to the economy, supported nearly 56,000 jobs, and generated more than \$2 billion in tax revenues, including supply chain and income effects, according to The Conference Board of Canada. Real household consumption expenditure on non-alcoholic beverages grew by 14% between 2010 and 2019, reaching \$11.9 billion. Over this period, these beverages consistently accounted for approximately 11.2% of total food budgets annually across Canadian households.^{ix}

Local Industry Insights

Nova Scotia's breweries sector has seen significant growth, contributing 5% to Canada's national brewery revenue and employing 1,296 workers in 2024, a notable 23.3% annual increase over the past five years. Revenue growth in the province's breweries sector has outpaced the national rate, with an 11.2% annual increase from 2019 to 2024, reaching \$342.7 million, while the national industry faced a decline.



The Nova Scotia breweries industry is expected to grow by 2% annually, with the number of establishments projected to increase to 96 by 2029, supporting employment growth and sustained industry expansion.



The majority of establishments are located in Halifax, which houses 78.6% of breweries, underscoring the concentration of industry activity within the province's urban centers.



This growth is supported by rising consumer demand for craft beer, particularly low- and no-alcohol varieties, aligning with broader health-conscious trends observed nationwide.



Case Study: Lake City Cider – Innovating with Non-Alcoholic Options

Lake City Cider, a Nova Scotia-based producer, has embraced the growing trend toward low and non-alcohol beverages, catering to the rising demand for health-conscious, alcohol-free options. Owner Poet Comeau highlighted their commitment to premium, lifestyle-compatible beverages during a Perennia-hosted session, where industry leaders shared insights into the non-alcoholic sector. With support from local food scientists like Chelsea Meisner, Lake City Cider has developed innovative non-alcoholic offerings that reflect consumer preferences for variety and quality. Their focus on health and wellness has positioned them as a leader in Nova Scotia's non-alcoholic beverage industry.^x

Case Study: Goodmore Kombucha – Growth Amid Shifting Drinking Trends

Goodmore Kombucha has experienced a noticeable sales increase, driven by new alcohol consumption guidelines and the growing trend of mindful drinking. Co-founder Alexis Moore attributed this growth to consumers seeking healthier, low-calorie alternatives that align with their wellness goals. Goodmore Kombucha's unique product range offers flavorful, alcohol-free options that appeal to a diverse audience. Their success reflects the broader market potential for non-alcoholic beverages in Nova Scotia, especially as health-conscious lifestyles become more mainstream.^{xi}

Emerging Trends in Nova Scotia's Non-Alcoholic Beverage Market

The Nova Scotia Liquor Corporation (NSLC) has begun exploring non-alcoholic options in its stores, signaling a potential market shift toward inclusivity and variety. Local establishments like Propeller Brewing and Dear Friend Bar in Dartmouth are expanding their product lines to include low-alcohol beers and zero-proof cocktails, catering to the growing "sober-curious" movement. These innovations reflect the evolving preferences of Nova Scotia consumers, supported by bars and restaurants prioritizing diverse and inclusive beverage menus.^{xii}

CBANS: Supporting Diversity in Craft Brewing

The Craft Brewers Association of Nova Scotia (CBANS) has recognized the increasing demand for non-alcoholic beer and actively supports its members in diversifying their offerings. Antigonish-based Candid Brewing, for example, has incorporated non-alcoholic options into its product line, demonstrating the local industry's adaptability to changing consumer trends. CBANS's encouragement of innovation ensures that Nova Scotia's craft beer scene continues to thrive while catering to the growing preference for alcohol-free alternatives.^{xiii}

Industry Distribution

According to Nielsen IQ, **grocery and mass merchandise stores dominate the distribution** of non-alcoholic beer, wine, and spirits, accounting for 87% of market share due to their wide accessibility and frequent consumer visits. Discount stores are seeing faster growth in non-alcoholic product sales compared to conventional channels, with a 1.1% increase in market share, reflecting growing consumer

interest in affordable options. Additionally, while consumers make more frequent trips to physical stores for these beverages, **online purchases result in higher spending per occasion**, averaging \$9.12 per trip online compared to \$6.90 in-store. This indicates that online channels are particularly valuable for premium or bulk purchases within the non-alcoholic beer, wine, and spirits segment.^{xivxv}

Graph 3: Comparing in-store and online purchasing behaviour^{xv}



	In-Store	Online
Penetration (%)	60.8	4.9
Trips per Buyer	5.6	2.4
\$ per Buyer	\$38.53	\$21.75
\$ per Trip	\$6.90	\$9.12



Consumer Overview & Profiles

Consumer Overview

A Culture of Alcohol Consumption

Canada has a long-standing tradition of alcohol consumption, with approximately 80% of Canadians drinking regularly, nearly double the global average. However, cultural shifts and global trends, like those seen in the UK, have contributed to the rise of non-alcoholic beverages. The UK's stricter alcohol laws and evolving social norms sparked a decline in drinking, paving the way for innovation in the non-alcoholic space. In 2015, Ben Branson launched Seedlip, the world's first non-alcoholic spirit, which gained popularity and became the first zero-proof brand in Diageo's portfolio, marking a milestone in the industry.^{xvi}

Motivations for Consumption

Non-alcoholic products are increasingly appealing due to their diverse flavors and their ability to provide a social drinking experience without alcohol. Health considerations are a major driver, with 33% of consumers reporting they drink less alcohol than a year ago to prioritize their health—up 7 percentage points among 19-34-year-olds. During Dry January, strong consumer intent to continue with non-alcoholic options was evident: 91% for mocktails, 76% for non-alcoholic beer, 72% for non-alcoholic wine, and 69% for non-alcoholic spirits. This reflects a growing trend of mindful drinking across age groups.^{xvii}

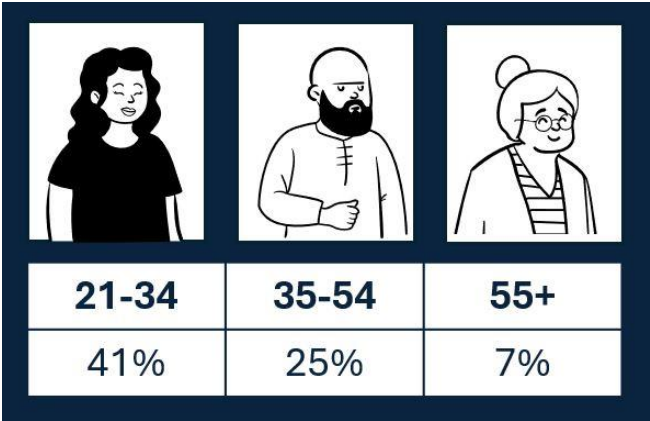
Consumer Loyalty and Engagement

While more than 75% of non-alcoholic buyers also purchase alcoholic beverages, indicating strong engagement with the broader alcohol category, loyalty to non-alcoholic products remains relatively low. This suggests an opportunity for growth as non-alcoholic options are currently part of a broader repertoire of beverage choices for most consumers. Brands looking to succeed in this market must focus on enhancing loyalty by understanding consumer motivations and creating innovative, high-quality offerings.^{xviii}

On-Premise Consumption

Non-alcoholic options are increasingly common in bars, restaurants, and pubs, with 22% of on-premise visitors opting for alternatives like non-alcoholic beer, spirits, cocktails, and wine. Younger consumers (aged 21-35) account for 41% of this consumption. Over half of non-alcoholic drinkers mix both alcoholic and non-alcoholic options during a visit, while one-third exclusively choose non-alcoholic beverages. A recent survey found that 42% of consumers have noticed an increase in non-alcoholic options on menus compared to the previous year, reflecting the growing availability and normalization of these products in social settings. ^{xix, xx}

Graph 4: % of Non-Alcoholic Consumers by age group, on-premise ^{xx}



Growth and Future Trends

The non-alcoholic beverage sector has achieved consistent double-digit growth over the past two years. Non-alcoholic spirits are the fastest-growing category, outpacing non-alcoholic wine and beer. With younger demographics driving consumption and health-conscious choices on the rise, the non-alcoholic sector is poised for further expansion. For brands, the key to success lies in addressing consumer preferences, leveraging on-premise trends, and fostering a seamless blend of alcoholic and non-alcoholic offerings to enhance overall value. ^{xxi}

Consumer Profiles

The rising interest in non-alcoholic beverages in Canada reflects shifting consumer preferences driven by health-consciousness, moderation trends, and lifestyle choices. This diverse consumer base spans younger adults seeking balance, to older individuals prioritizing wellness, highlighting the category's broad and growing appeal.

Alcohol Consumption Trends

Alcohol consumption patterns in Canada show significant variation across gender, age, province, and area type. According to 2023 Statistics Canada data:

- **Gender Differences:** Men are more likely to report heavy drinking, with 20% consuming seven or more drinks in the past week, compared to 11% of women. In contrast, 59% of women abstained from alcohol during the same period, compared to 49% of men.
- **Age-Based Insights:** Younger adults (18-22) show higher abstinence rates (67%), and lower heavy drinking levels (8%) compared to other age groups, reflecting evolving social norms and health-conscious choices.
- **Provincial Variations:** Quebec leads in heavy drinking (18% compared to the national average of 15%), while abstinence rates are notably higher in provinces such as Newfoundland and Labrador, New Brunswick, Ontario, Manitoba, Saskatchewan, and Alberta.
- **Urban vs. Rural Patterns:** Rural residents are more likely to report heavy drinking (19%) than urban residents (14%), while urban dwellers are more inclined to abstain (56% compared to 49% in rural areas).^{xxii}

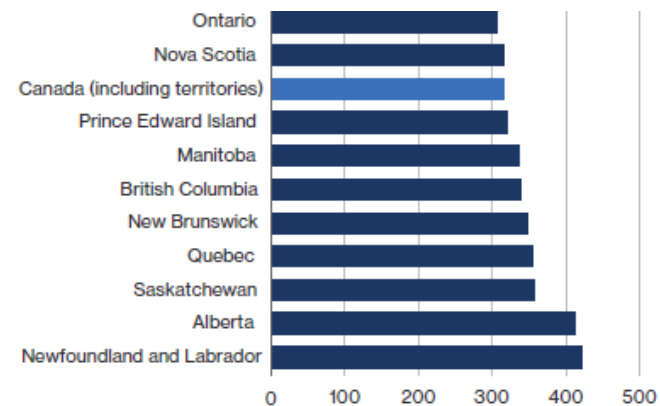
Non-Alcohol Beverage Market Insights

Consumer interest in non-alcoholic beverages is evident across Canada, with distinct geographic and demographic trends:

- **Regional Leaders:** Five cities—Montreal, Toronto, Vancouver, Quebec City, and Ottawa—drive 34% of non-alcoholic beverage sales nationally. Montreal stands out, contributing 13.1% of total category consumption, far exceeding its 8.9% share of overall store sales, with an index of 147. ^{xxiii}
- **Provincial Spending:** Spending on non-alcoholic beverages varies across provinces, reflecting diverse consumption patterns and preferences (see Graph 5).

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Graph 5: Provincial Variation in Non-Alcoholic Spending ^{xxiv}



Shopping Behavior Trends

Consumer behavior indicates a blend of preferences for on-premise and off-premise consumption:

- **On-Premise Consumption:** Younger adults lead the way, frequently mixing alcoholic and non-alcoholic options in bars and restaurants, reflecting a flexible drinking approach.
- **Off-Premise Consumption:** Buyers exhibit frequent in-store purchases but tend to spend more on online shopping occasions, highlighting a willingness to invest in high-quality non-alcoholic options through e-commerce. ^{xxv}

Demographic Profiles

Non-alcoholic beverage consumption spans a wide range of demographics, shaped by motivations like health and wellness:

Age Groups:

- Younger consumers (21-34) dominate on-premise settings such as bars and restaurants, accounting for 41% of non-alcoholic drink purchases, often motivated by moderation and social trends.
- Older adults (65-74) increasingly purchase non-alcoholic beverages, likely driven by health-conscious decisions.

Household Composition:

- Two-member households have the highest likelihood of purchasing non-alcoholic beverages (index 118), reflecting shared lifestyle choices.
- Three-member households, often families, also show moderate engagement, driven by family-oriented health considerations.

Income Levels:

- Higher-income households (>\$125,000 annually) exhibit a strong preference for premium non-alcoholic products (index 121), aligning with wellness and quality trends.
- Both senior couples (index 108) and mid-age couples (index 118) are moderately engaged, emphasizing the appeal of non-alcoholic options for health-focused adults.^{xxvi}



Competitive Landscape

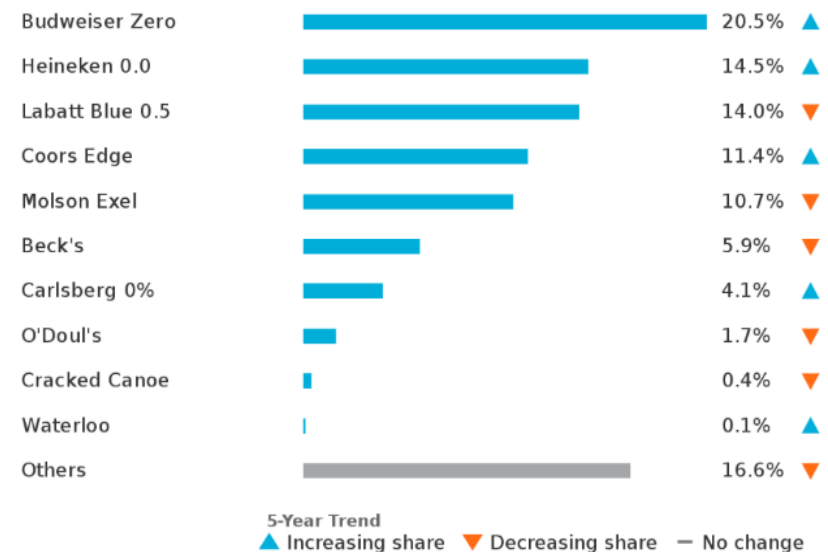
Direct and Indirect Competitors

This section focuses on comparing direct competitors (other non-alcoholic beer brands) and indirect competitors (other low/no-alcohol beverages like cider, mocktails, etc.).

Direct Competitors

Labatt Brewing Co Ltd leads the non/low alcohol beer market in Canada with a 42.2% share by volume, followed closely by Molson Canada at 36.7%. Carlsberg Canada Inc holds a distant third place with 4.1%, while smaller players like Moosehead Breweries Ltd and Waterloo Brewing Ltd capture minimal shares. The remaining 16.6% is divided among other brands, indicating a **moderately concentrated market** with room for smaller competitors. Budweiser Zero leads the market in Canada with a 20.5% volume share, followed by Heineken and Labatt Blue. Coors Edge and Molson Exel also hold significant shares. The market shows a mix of growth and declines among brands. ^{xxvii}^{xxviii}

Graph 6: Brand Share (%) of Non/Low Alcohol Beer by Volume in Canada ^{xxvii}



Indirect Competitors:

This section provides an overview of indirect competitors in the non-alcoholic beer market, highlighting categories of beverages that attract similar demographics and meet related consumer needs.

- **Low-Alcohol Cider** (e.g., *Strongbow Low Alcohol, Magners Light*): These options appeal to consumers who want a traditional alcoholic beverage experience with reduced alcohol content, making them an alternative to non-alcoholic beer for those seeking moderation.^{xxix}
- **Non-Alcoholic Wines** (e.g., *Ariel, Fre, Surely*): Targeted toward health-conscious individuals, non-alcoholic wines provide an alcohol-free option for social occasions, catering to consumers who want an experience similar to traditional wine without the alcohol.^{xxx}
- **Functional Beverages** (e.g., *Kombucha, CBD-infused drinks, adaptogenic beverages*): Popular among wellness-focused consumers, these drinks emphasize health benefits and are often chosen by those interested in natural and functional alternatives, such as non-alcoholic beers, that support a healthy lifestyle.^{xxxi}
- **Premium Soft Drinks** (e.g., *LaCroix, Spindrift, Sanzo*): Crafted to appeal to consumers in social settings, these beverages provide a non-alcoholic option with high-quality ingredients, making them suitable alternatives to non-alcoholic beer in scenarios where people might otherwise choose alcoholic drinks.^{xxxii}
- **Low-Alcohol Spirits and Mocktails** (e.g., *Seedlip, ready-to-drink mocktails*): These products mimic cocktail experiences without the alcohol, attracting consumers looking for non-alcoholic options in a cocktail-like format. This category serves as an alternative for those who want a sophisticated drink without the effects of alcohol.^{xxxiii}

Product & Value Claims

Non-alcoholic beverages in Canada leverage a range of product and value claims to attract health-conscious and socially active consumers. These claims emphasize health benefits like low-calorie content and natural ingredients, premium quality that mirrors the taste and experience of traditional alcoholic drinks, and sustainability, with eco-friendly packaging and ethically sourced ingredients appealing to environmentally mindful buyers. Additionally, non-alcoholic options are marketed as inclusive choices suitable for all social occasions, resonating with the "sober curious" trend and those looking to moderate alcohol intake without compromising on social experiences.^{xxxiv}

Between 2016 and November 2021, non-alcoholic beer products in Canada leveraged a range of product and value claims aimed at appealing to health-conscious, ethical, and environmentally aware consumers. According to data from a sample of 27 products, nearly half (48.2%) emphasized **ethical** and **environmental benefits**, with claims around environment-friendly packaging and recycling comprising over 80% of these products. **Premium positioning** was also a notable claim, seen in 29.6% of products appealing to consumers seeking high-quality, refined alternatives to traditional alcoholic beverages. A smaller portion of products focused on **functional claims** (7.4%), such as immune support, as well as convenience and natural ingredients, reflecting niche areas within the market.

Brands also tailor claims to **reinforce brand values** and differentiate their offerings. For instance, So-Beer embraced a range of value claims, including carbon neutrality, vegan-friendly, and plant-based attributes, while Budweiser and Heineken 0.0 utilized premium and eco-friendly packaging claims to enhance brand appeal. The packaging trend showed a preference for aluminum cans, with 81% of products packaged in metal cans ranging from 330 ml to 500 ml, often in four- or six-packs.^{xxxv}

Regulatory Landscape Considerations

Labelling	Non-alcoholic beers in Canada must adhere to stringent labelling standards set by the Canadian Food Inspection Agency (CFIA), where products with less than 0.5% alcohol can be labelled as "non-alcoholic" or "alcohol-free". Additionally, recent regulatory changes have exempted non-alcoholic beer from federal excise duties as of July 1, 2022, aligning its tax status with other non-alcoholic beverages, which helps reduce production costs and encourages further market growth.
Environmental	From an environmental standpoint, the brewing process, including non-alcoholic varieties, requires significant water and energy, prompting breweries to adopt sustainable practices, such as waste management and water reduction, to lessen their ecological footprint. Economic factors also present challenges; rising costs for raw materials and energy can impact profitability, and during economic downturns, premium non-alcoholic products may see reduced consumer spending. Furthermore, the popularity of non-alcoholic options has intensified competition within the market, necessitating continuous innovation and strategic marketing to retain and attract consumers.
Health & Safety	The industry must also meet Canadian health and safety standards related to food production and processing, overseen by both CFIA and Health Canada. These standards cover ingredients, allergens, and contamination controls, which can increase operational costs but are crucial for consumer safety and regulatory compliance.
Advertising	Non-alcoholic beers may face limitations in advertising, particularly concerning their positioning near alcoholic counterparts. Strict advertising guidelines by the Canadian Radio-television and Telecommunications Commission (CRTC) aim to prevent marketing that could appeal to underage consumers, limiting the promotional strategies available to reach broader audiences.
Supply Chain	Given that many raw materials for non-alcoholic brewing, including specialty ingredients and packaging, are sourced globally, the industry is sensitive to supply chain disruptions. Rising global demand, especially for high-quality hops and malt, and ongoing logistical challenges could result in increased direct costs and potential shortages. Inflation and economic pressures may also shape consumer choices within this category. With premium pricing often attached to non-alcoholic options due to specialized production, consumers may prioritize traditional or lower-cost alternatives when budgets tighten, affecting sales growth in certain economic cycles.



Growth & Strategic Opportunities

Growth and Strategic Opportunities

Innovation Driving Growth in Non-Alcoholic Beverages

The Canadian non-alcoholic beverage sector, as highlighted in *The Non-alcoholic Beverage Sector in Canada: A Study of Economic Impact and Consumption*—June 2023 by The Conference Board of Canada and *The Surge of Non-Alcoholic Beverages in Canada* by NielsenIQ (2024), is witnessing substantial growth, with innovation playing a pivotal role. In 2024, the sector recorded 200 innovation items, a 15.6% increase from the previous year. Ready-to-drink (RTD) beverages dominated these innovations, accounting for 44%, followed closely by the beer/malt category at 43%. Packaging configurations reflect consumer demand for convenience, with 32% of innovations offered as single cans and 30% in four-can packs. These trends highlight the sector's focus on flexibility, convenience, and the ability to cater to evolving consumer preferences through innovative product formats.^{xliv xlv}

Expanding Flavour Profiles and Product Categories

Non-alcoholic beverages are increasingly diversifying their flavour profiles and product categories to meet consumer expectations. Non-alcoholic RTDs are gaining traction, with both carbonated and non-carbonated options appealing to a broader audience. In the craft beer segment, established and emerging brands are expanding their portfolios by introducing non-alcoholic variants of popular alcoholic beers. Meanwhile, the wine and spirits category is exploring innovative offerings such as spirit-free spirits and alcohol-removed wines, targeting consumers who seek alternatives without compromising on taste and experience.^{xvi}

Consumer-Centric Opportunities

The sector's growth is driven by changing consumer preferences, particularly the rising demand for no- and low-calorie beverages. Businesses can capitalize on these trends by targeting specific demographic groups through tailored marketing strategies and product innovation. Younger demographics and health-conscious consumers represent a significant market segment, seeking beverages that align with their wellness goals. Companies can either develop new options or reformulate existing products to meet this demand, ensuring their offerings remain competitive and appealing. ^{xlvii}

Collaboration and Regulatory Support

Government collaboration with the industry is critical to fostering an environment that supports informed consumer choices. Policies promoting responsible advertising, transparent labelling, and public education can drive growth while ensuring consumer protection. Collaborative regulation can also enhance sustainability and fair competition within the sector. By working together, industry and government can develop effective measures to promote calorie reduction, sustainable production, and innovation, ultimately benefiting both businesses and consumers. ^{xlviii}

Sustainability as a Key Theme

Sustainability is a central focus for the non-alcoholic beverage sector. Addressing challenges such as significant water usage and the environmental impact of production, companies can adopt sustainable water management practices and invest in improved recycling systems. Future research could further explore these areas, providing policy support for sustainable practices and assessing their long-term economic and environmental impacts. A coordinated approach that combines public awareness, business strategies, and regulatory measures is essential for achieving meaningful progress. ^{xlix}

Opportunities for Future Research

Ongoing, unbiased research is vital for the sector's continued development. Key areas of focus include assessing the effectiveness of government initiatives in promoting healthy choices, exploring the employment impacts of the sector in Canada, and evaluating the success of transparency efforts in labelling. Research could also delve into the role of the industry in child protection and the impact of innovative practices on the overall sustainability of the sector. These insights will help guide businesses and policymakers in shaping the future of non-alcoholic beverages in Canada.^{1 ii}

Conclusion & Key Takeaways

The Canadian non-alcoholic beverage sector is experiencing notable growth, driven by innovation, evolving consumer preferences, and a heightened focus on health and wellness. As of 2024, this segment accounts for 7.3% of the total alcohol market, achieving a 24% growth rate over the past year and reaching a market value of \$199 million. Younger demographics (ages 21-35) are playing a significant role, with 41% of this group consuming non-alcoholic options in the past three months. This demand reflects a broader cultural shift toward mindful drinking, inclusivity, and health-conscious choices.



Health and wellness continue to be key motivators for non-alcoholic beverage consumption, with 33% of consumers reducing alcohol intake for health-related reasons. Younger consumers are leading this shift, emphasizing moderation and a balanced approach to social drinking.



The sector is marked by **consistent double-digit growth**, with non-alcoholic spirits emerging as the fastest-growing category, outpacing both wine and beer. In 2019, the broader non-alcoholic beverage industry contributed \$5 billion to Canada's economy.



Innovation and sustainability remain central to the sector's development. Non-alcoholic beverages are expanding flavor profiles, with ready-to-drink (RTD) products gaining popularity.

Looking ahead, the sector presents significant opportunities for growth through targeted marketing strategies, collaboration with government bodies, and ongoing innovation. Tailored offerings designed to appeal to younger and health-conscious demographics can enhance consumer engagement. Policies that emphasize transparent labelling, responsible advertising, and public education are likely to support further expansion. As the industry continues to align with consumer trends and regulatory developments, the non-alcoholic beverage sector is poised for sustained growth and diversification.

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