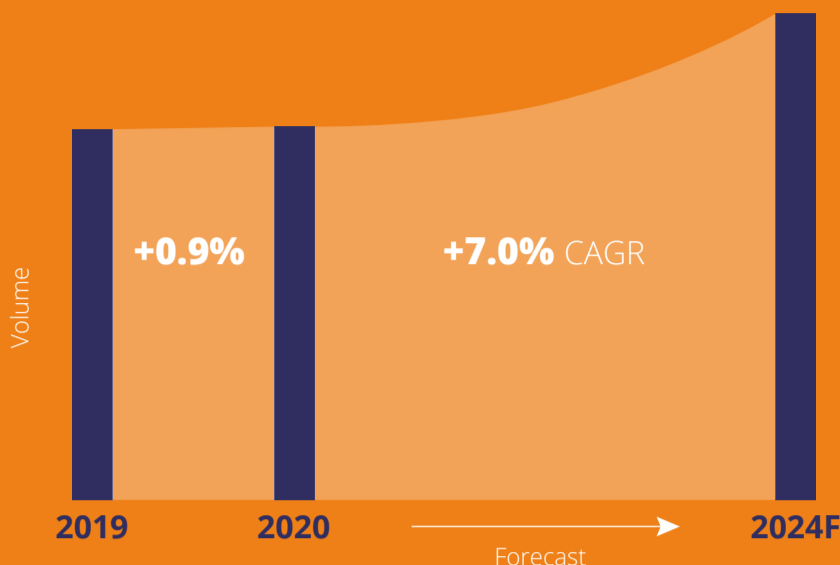


# No- and Low-Alcohol Market Trends

## 10 core markets

The no/low market grew moderately through a difficult 2020 and is expected to return to long-term strong growth

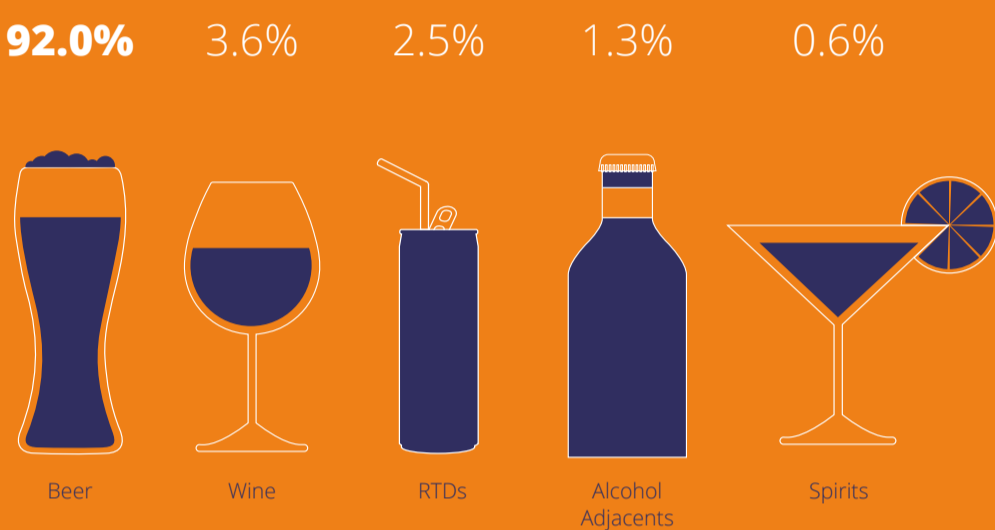
No/low category volume growth:  
10-market aggregate\*



\*Australia, Brazil, Canada, France, Germany, Japan, South Africa, Spain, UK, US

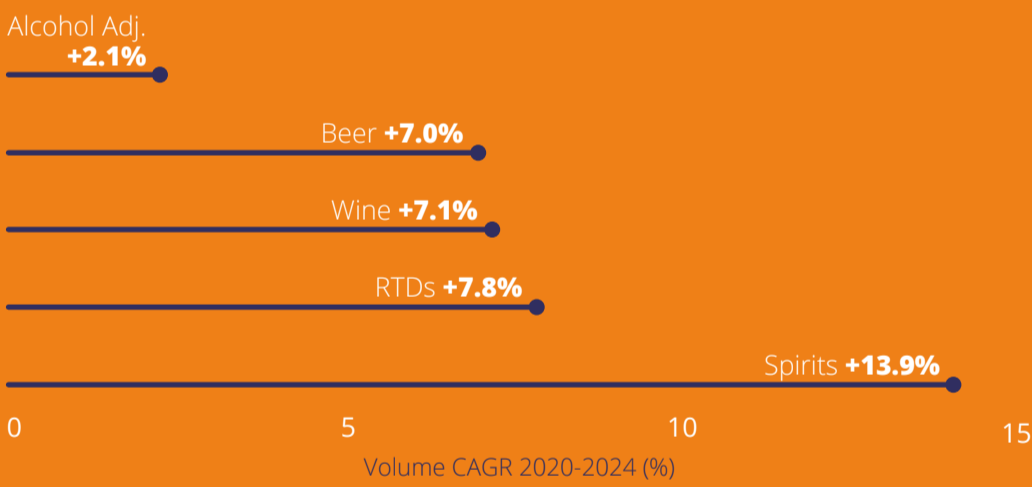
### Beer dominates the no/low space

Share of no/low market volume 2020 (10 core markets)



### Spirits and RTDs show strongest growth

No/low category volume growth forecast (10 core markets)



### The largest of the ten core no/low markets span Europe, Americas and Asia-Pacific

Largest markets by volume out of ten markets

	Beer and Cider	Wine	Spirits	RTDs
<b>1</b>	Germany	US	US	Japan
<b>2</b>	US	Germany	France	Spain
<b>3</b>	Spain	UK	UK	US

### Where are the drivers and barriers for consumers?

#### Key drivers among consumers

What are your main reasons for choosing no/low-alcohol beverages?  
(Multiple responses permitted)



#### Barriers to consuming no/low-alcohol

What prevents you from consuming more no/low-alcohol beverages?  
(Multiple responses permitted)



Source: IWSR No- and Low-Alcohol Strategic Study 2021

### Learn more from the IWSR at:

**Lo & No Beverage Summit North America**  
Virtual Summit, CST time zone, 22-24 June 2021

**Lo & No Beverage Summit**  
Virtual Summit, GMT time zone, TBC 2021