

Non-Alcoholic Beer in France

Non-alcoholic beer has seen a significant rise in popularity across France, reflecting a broader shift towards healthier lifestyles and mindful drinking. This trend is evident in the increasing availability and variety of non-alcoholic beers in French supermarkets.

Availability in Supermarkets

Major supermarket chains in France, such as **Carrefour**, **Leclerc**, and **Monoprix**, stock a diverse selection of non-alcoholic beers. These include both domestic brands and international offerings, catering to a wide range of consumer preferences.

Popular Non-Alcoholic Beer Brands

- **Tourtel Twist:**
 - Launched in 2014, Tourtel Twist has become a leading non-alcoholic beer brand in France, experiencing a 23% growth in 2021.
 - It offers a variety of fruit-infused flavors, appealing to those seeking a refreshing alternative.
 - Source: connexionfrance.com
- **1664 0.0%:**
 - Produced by Kronenbourg, part of the Danish brand Carlsberg, 1664 0.0% provides a classic beer taste without alcohol, widely available in supermarkets.
 - Source: connexionfrance.com
- **Heineken 0.0:**
 - As the world's second-largest beer brewer, Heineken offers its non-alcoholic version, Heineken 0.0, which is readily found in French supermarkets.
 - Source: connexionfrance.com
- **Buckler:**
 - A non-alcoholic beer produced by Heineken, Buckler is commonly found in French supermarkets and offers a traditional beer flavor.
 - Source: tripadvisor.com
- **Sainte Etienne Alcohol-Free:**
 - Available at Aldi stores, this French-produced non-alcoholic beer is known for its clean malty aroma and gentle carbonation.
 - Source: steadydrinker.com

Specialty Non-Alcoholic Beverages

- **Le Petit Béret:**
 - Located in the Occitanie region, Le Petit Béret specializes in non-alcoholic wines, beers, and spirits, focusing on organic and low-calorie options.

- Their products are available online and in select stores across France.
- Source: lepetitberet.com

Market Trends

The non-alcoholic beer market in France is projected to grow by 1.13% from 2024 to 2029, reaching a market volume of US\$282.5 million by 2029. This growth is driven by health-conscious consumers and the increasing popularity of alcohol-free alternatives. Source: statista.com

Conclusion

The expanding selection of non-alcoholic beers in French supermarkets reflects a growing demand for healthier beverage options. Whether you're seeking traditional beer flavors or innovative fruit-infused varieties, France's non-alcoholic beer market offers a diverse range to suit various tastes.

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