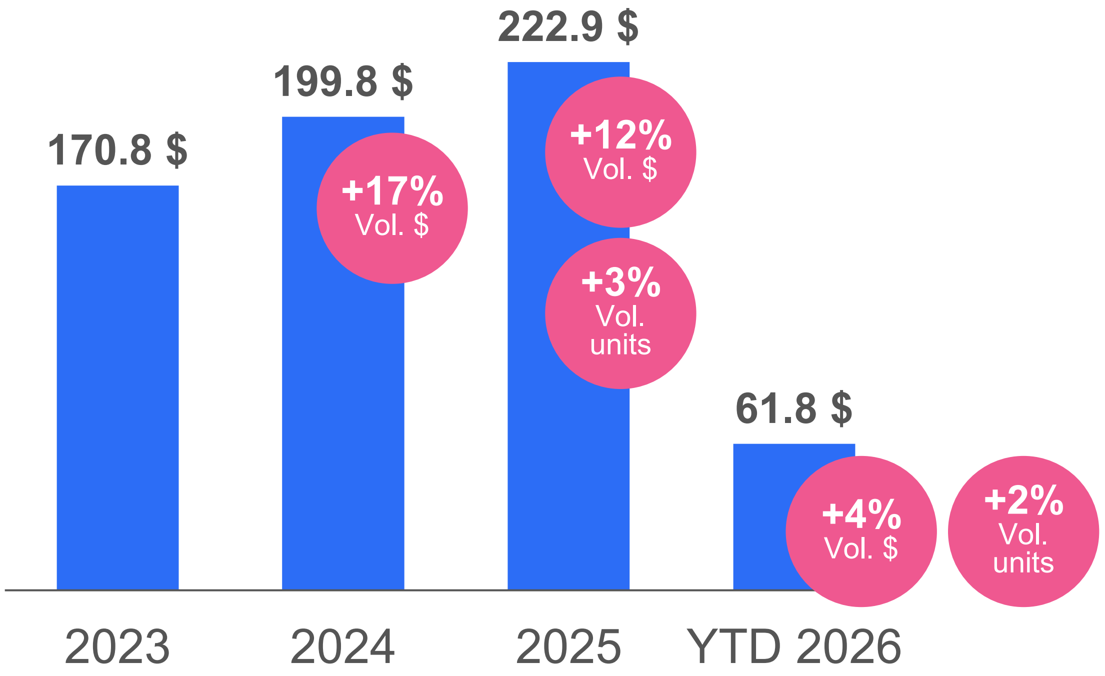
# No/Low (NOLO) Alcohol Drinks are not a Dry February thing anymore

April 2026

# No/Low Alcohol Beverages is now a $222M category in Canada – *and it keeps growing!*

**Sales of No/Low Alcohol Beverages – In-store**
*Vol. M$ + growth vs YA, 2025, Canada*



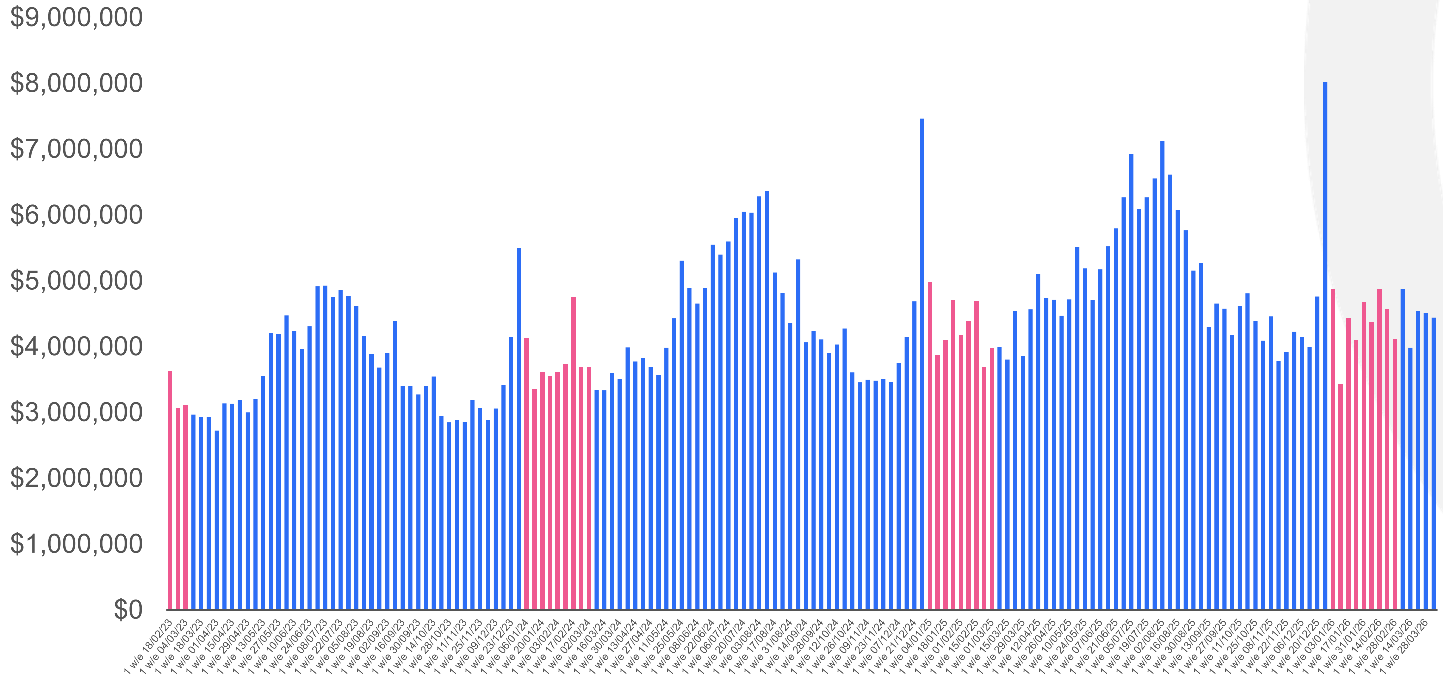


Source: NielsenIQ Canada, MarketTrack (RMS), National All Channels + C&G, 52 weeks ending Jan. 3, 2026

# Sales are not limited to Dry January & February anymore – in fact, sales are higher in the summer in Canada

There's also a sales peak in December – and volumes have grown fast during the Holidays over the years

**Weekly sales** *Vol. $, All Channels + C&G (Canada)*
***IN PINK*** *= January & February weeks*



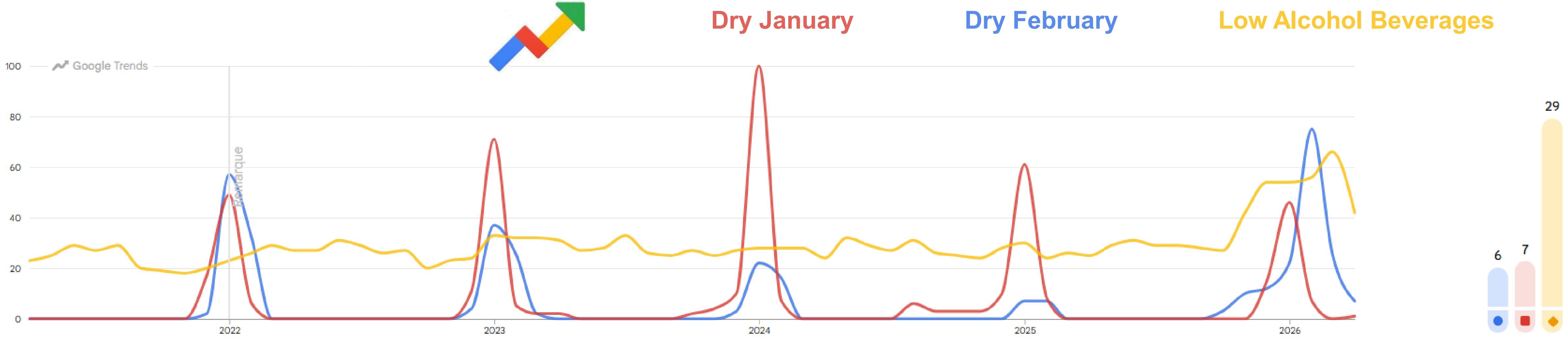

Source: NielsenIQ Canada, MarketTrack (RMS), National All Channels + C&G, Last period = April 4, 2026

# Looking at Google searches in Canada – consumers are still looking for information on Low Alcohol Beverages, but interest in *Dry January* has seems to leveled down

Interest for *Dry February* also slowed down over the years – but it picked up again in 2026

**Google Trends (searches)**

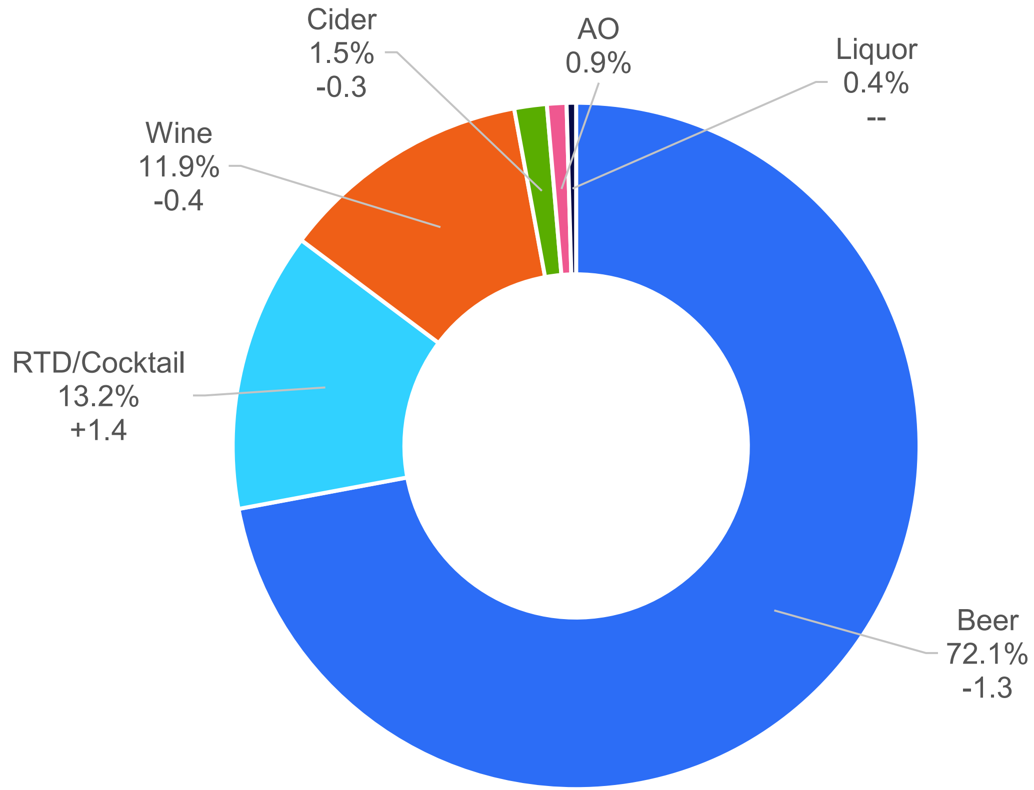
*Latest 5 years (Canada)*



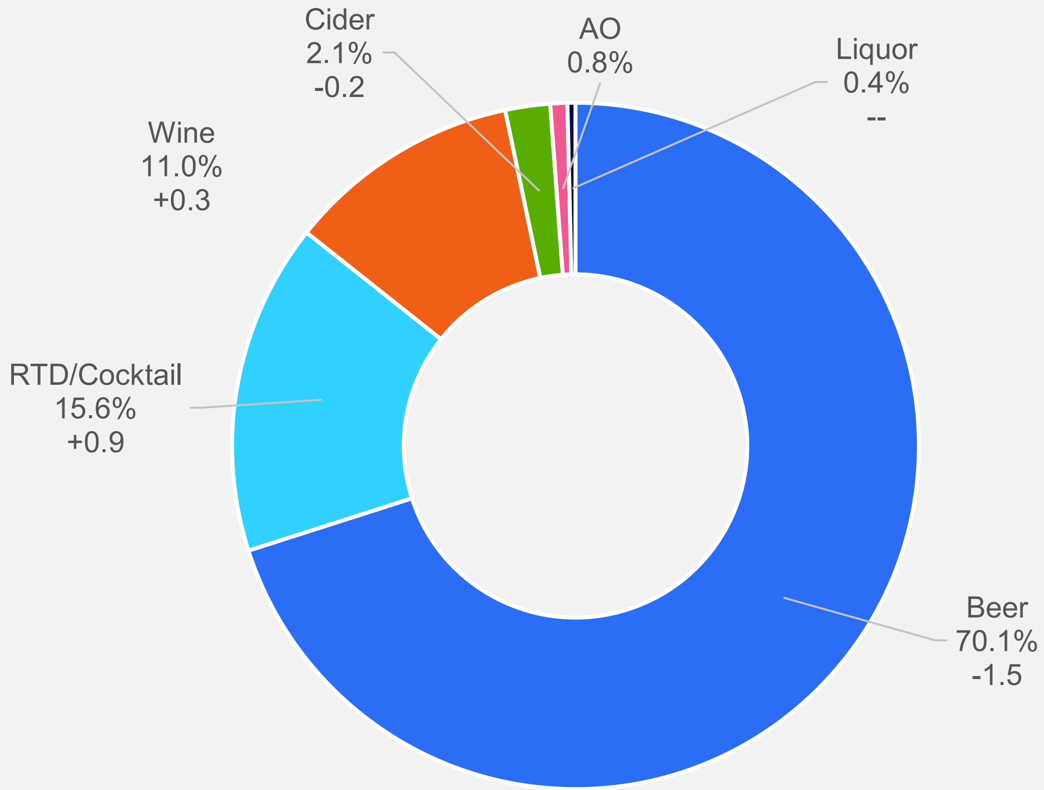

Sour

# RTD/Cocktails are gaining share in $ and units in Canadians stores

**Sales per type - $**
*Vol $ + pt chg vs YA, L52SW, Canada*




**Sales per type – units**
*Vol units + pt chg vs YA, L52SW, Canada*




Source: NielsenIQ Canada, MarketTrack (RMS), National GB+DR+MM + C&G. Last period = April 4, 2026

NIQ

# 20%

of Canadian households purchased Low/No Alchohol Beverages in the past year, up 0.6 pts; on average, household spent $59.32 and bought it 4x in a year

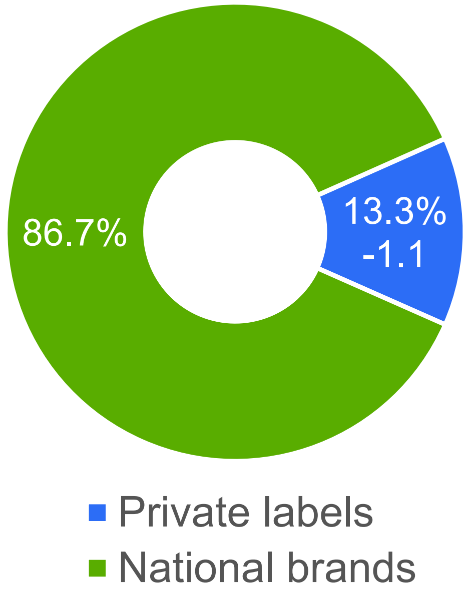
Source: NIQ Canada, CPS OMNI, All Outlets Canada, 52 weeks ending March 21, 2026

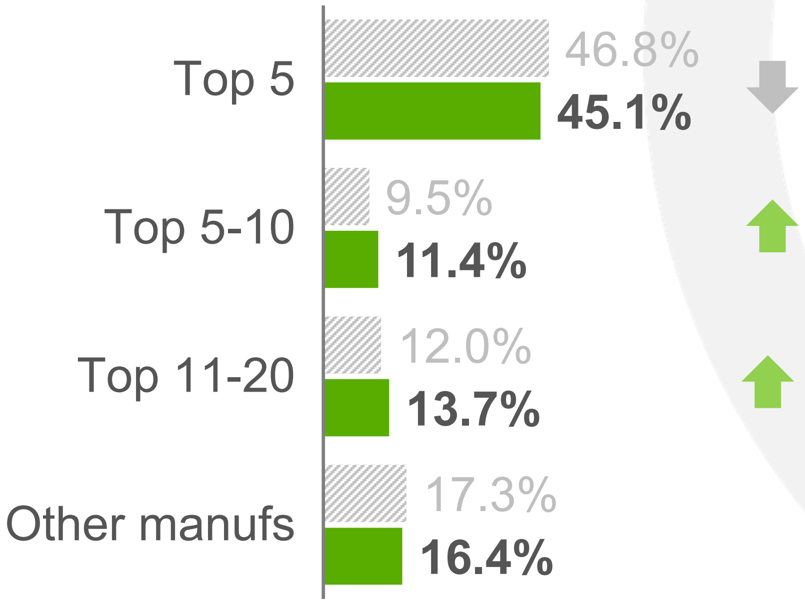
# The Top 5 manufacturers are losing market share in Canada

Private labels have lost share in the category in the past year

**Importance by manufacturers tiers**

*Vol $, Latest 52 weeks, All Channels + C&G (Canada)*





Source: NielsenIQ Canada, MarketTrack (RMS), National All Channels + C&G, 52 weeks ending April 4, 2026

# New products are launched regularly in the category

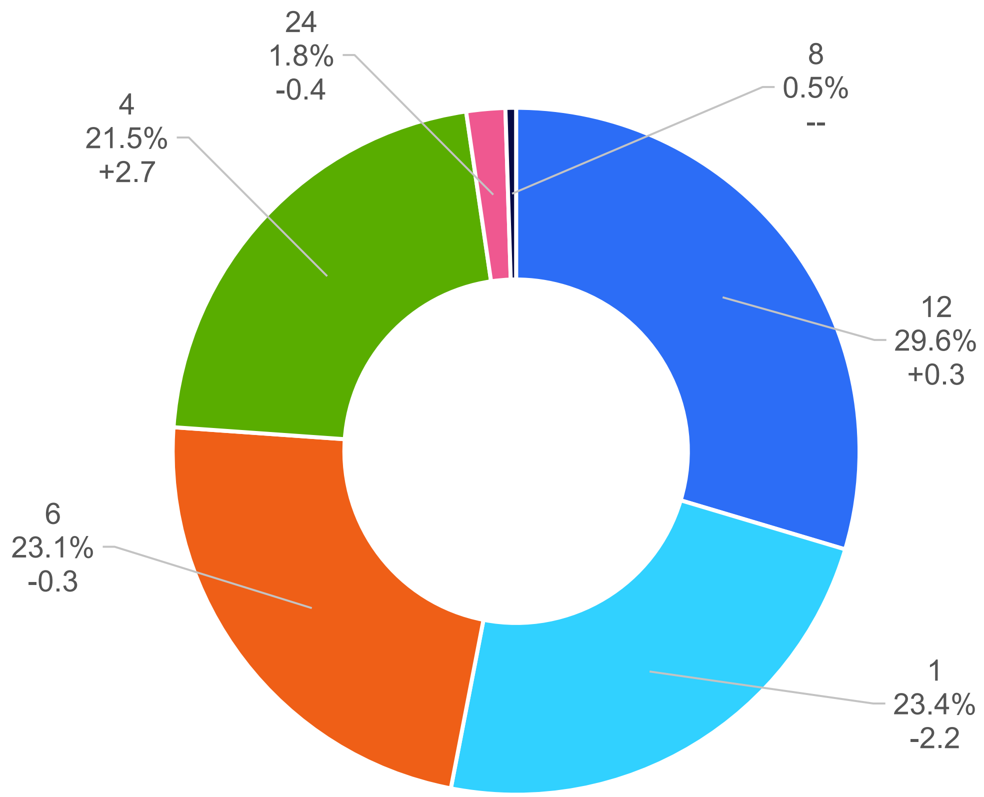




# Canadians are buying different formats of No/Low Alcohol Beverages

## Sales per pack of No/Low Alcohol Beverages

*Vol $ + pt chg vs YA, 2025, Canada*





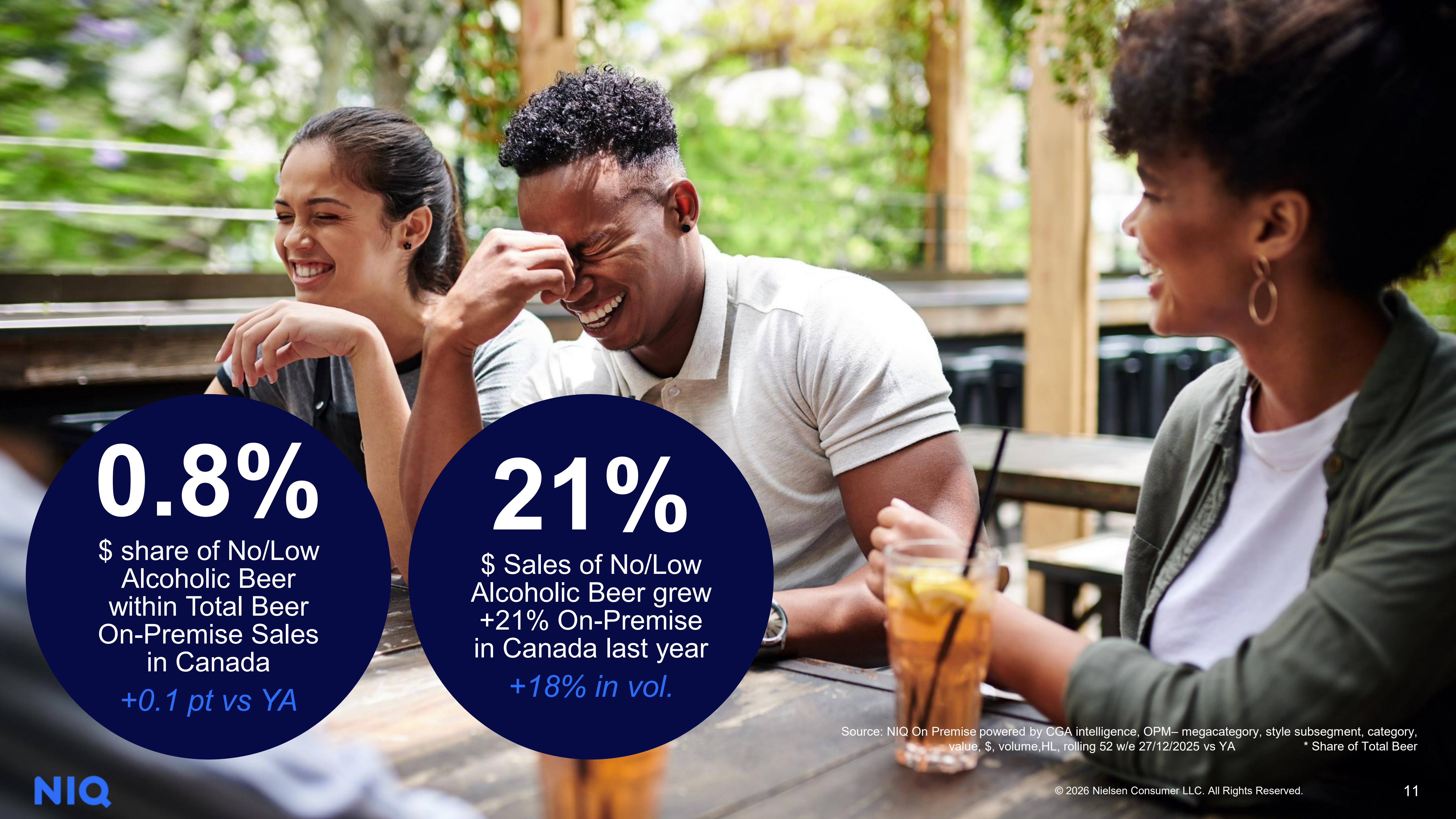
Source: National All Channels + C&G, 52 weeks ending Jan. 3, 2026

# Trendy flavours

(ie. growing >100% vs YA)

Peach Bellini
Mojito Raspberry
Mango Margarita
Citrus
Pina Colada
Raspberry Cucumber
Chili & Mango
Peach Spritzer
Rose
Peach Mango

Source: National All Channels + C&G, 52 weeks ending Jan. 3, 2026



# 0.8%

$ share of No/Low Alcoholic Beer within Total Beer On-Premise Sales in Canada

*+0.1 pt vs YA*

# 21%

$ Sales of No/Low Alcoholic Beer grew +21% On-Premise in Canada last year

*+18% in vol.*

Source: NIQ On Premise powered by CGA intelligence, OPM– megacategory, style subsegment, category, value, $, volume,HL, rolling 52 w/e 27/12/2025 vs YA * Share of Total Beer

NIQ

## Likelihood of Trying Non-Alcoholic Drinks On-Premise

**29%**
**Already tried this**
***+4pt vs '24***

**28%**
**Have not but would try it**

**43%**
**Have not and would not**

NIQ On Premise powered by CGA intelligence, OPUS Canada, Fall 2025, Sample Size – 7,501

## 3 reasons why people choose to drink less

1. Physical wellness trends
2. High cost of living alcohol being a lower discretionary spending priority
3. Growing popularity of non-alcoholic alternatives.

# 65%

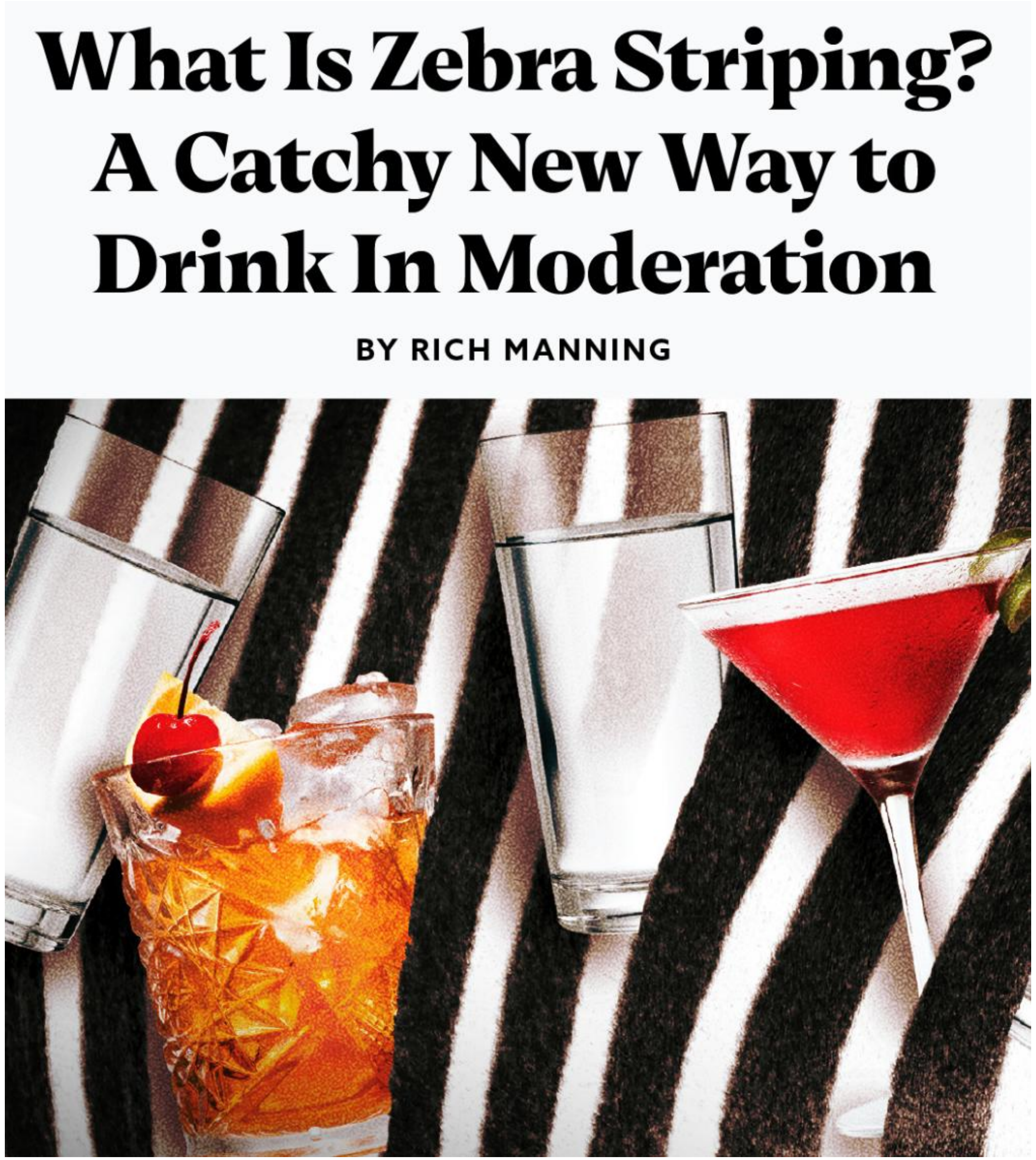
of Gen Zs globally are planning to reduce their alcohol consumption in 2026 - nearly 40% aiming for a completely dry lifestyle year-round

Source: https://seasia.co/short/alcohol-industry-loses-over-830b-in-4-years-as-gen-z-drinks-less

NIQ

# Moderation has replaced abstinence for a number of Canadian buyers

- Most Low/No buyers still purchase alcohol, meaning this trend is about **managing alcohol intake, not quitting**
- This is happening at home and at bars & restaurants - consumers increasingly practice **"zebra striping"**—alternating alcoholic and non-alcoholic drinks within the same occasion to moderate consumption while staying social - for example: beer → water or mocktail → wine → sparkling water.
- **Why this matters →** Low- & No-Alcohol **add occasions** rather than replace traditional alcohol, expanding total beverage choice.




Source: (5) Instagram, Why Drinking Less Doesn't Mean Drinking Worse

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# $830B

According to a Jan. 28, 2026 article from Bloomberg → the global alcohol industry has lost $830B in market value over the past 4 years*, down 46% below its June 2021

* Bloomberg index tracking around 50 major beer, wine, and spirits producers
Source: https://seasia.co/short/alcohol-industry-loses-over-830b-in-4-years-as-gen-z-drinks-less


Need more info? Reach out to someone from NIQ Canada SMB team and let's set up some time to discuss this

E-mail: NielsenCanadaNBD@nielseniq.com

Phone: 514-832-4869 (and talk to Calyssa)

Link to form: https://shorturl.at/lRHuz

Or use the following QR code:

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