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Beyond Alcohol: Consumer Acceptance of Dealcoholised Wines in Health-Oriented Markets

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Abstract

Health-oriented lifestyles increasingly influence consumer decisions, including attitudes toward alcoholic beverages. As awareness of the health risks associated with alcohol consumption grows, dealcoholised wines have emerged as potential alternatives within the wine category. Due to their polyphenol content and cultural associations, wines differ from other alcoholic beverages and may retain value even in reduced- or alcohol-free forms. Dealcoholised wines may therefore offer an opportunity to reach consumers who currently abstain from wine consumption for health, lifestyle, or personal reasons. The aim of this study was to examine consumer acceptance of dealcoholised wines and to assess whether these products can expand the wine category beyond its traditional consumer base. A structured questionnaire survey was conducted to explore consumer attitudes, perceived benefits, and willingness to purchase dealcoholised wines. In addition, qualitative interviews with wine industry professionals—including company managers and market decision-makers—were carried out to provide insights into product availability, pricing strategies, and current market trends related to alcohol-reduced wines. The findings indicate a growing consumer interest in dealcoholised wine products, particularly among individuals motivated by health considerations, reduced calorie intake, driving restrictions, or lifestyle choices. While respondents acknowledged limitations related to taste expectations and wine experience, many perceived dealcoholised wines as acceptable, context-dependent alternatives to conventional wines rather than direct substitutes. Industry perspectives confirmed increasing market attention toward alcohol-reduced products, alongside ongoing challenges related to consumer education and category positioning. Overall, the results suggest that dealcoholised wines have the potential to attract new consumer segments and broaden wine consumption beyond traditional boundaries. Strengthening communication strategies and aligning product positioning with health-conscious values may support wider acceptance and contribute to the sustainable growth of this emerging market segment.

Keywords: dealcoholised wine, consumer acceptance, health-oriented consumption, wine market, alcohol reduction