

DO  
DEGREZERO

# BAROMÈTRE NO/LOW

2025

En partenariat avec



SIRHA FOOD  
A WORLD OF CUISINE AND HOSPITALITY

GL events

## MÉTHODOLOGIE DE L'ÉTUDE

Étude réalisée en décembre 2025 sur un échantillon de **2 301 français** entre **18 et 70 ans**, dont la représentativité a été assurée par la méthode des quotas.

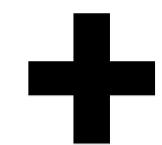


À l'initiative du salon Degré Zéro par Sirha Food, en collaboration avec l'agence Backline et en partenariat avec le Collectif du vin no/low.



# BAROMÈTRE NO/LOW 2025

## ANALYSE GLOBALE



**49%** ↑10%

des participants déclarent  
**consommer des boissons NOLOW**

→ 60% ce sont des femmes (↑18%)

→ 43% ce sont des hommes (↑7%)



**18 - 30 ans**

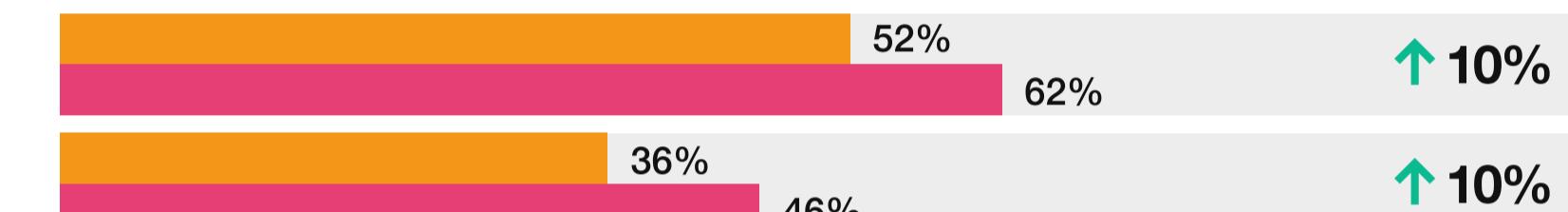
Femmes



Hommes

**31 - 40 ans**

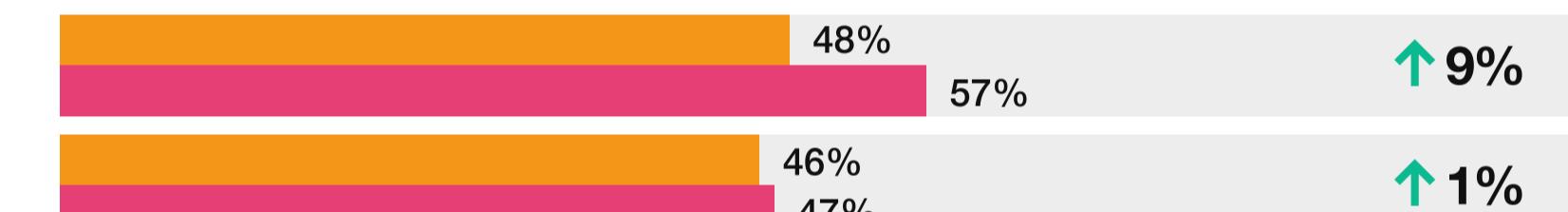
Femmes



Hommes

**41 - 50 ans**

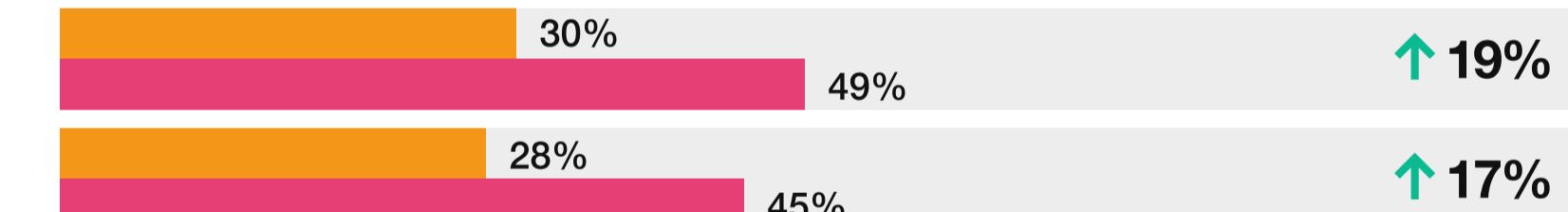
Femmes



Hommes

**51 - 60 ans**

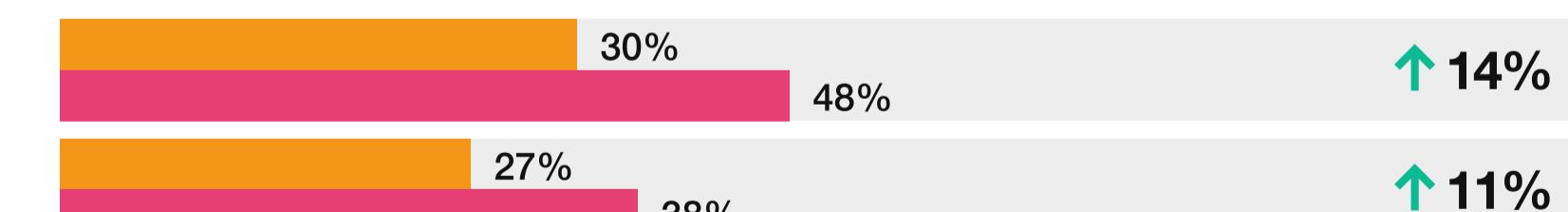
Femmes



Hommes

**61 - 70 ans**

Femmes



Hommes

# BAROMÈTRE NO/LOW 2025

## ANALYSE GLOBALE

+

**37%**



des consommateurs  
**diminuent leur consommation d'alcool**

+

**39%**



des consommateurs  
**augmentent leur consommation No/Low**



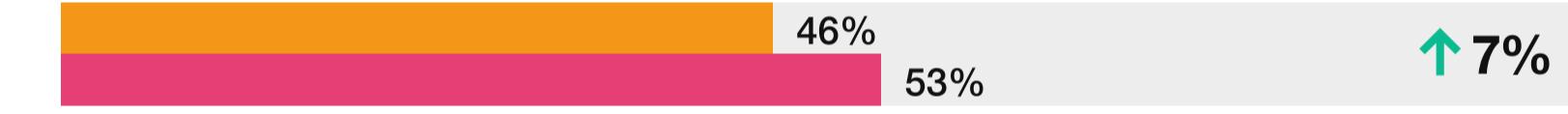
En diminution

Alcool



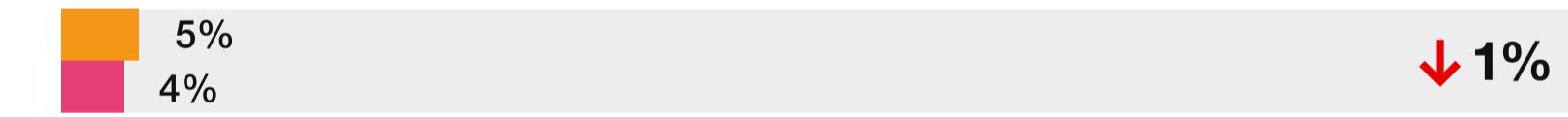
Reste la même

Alcool



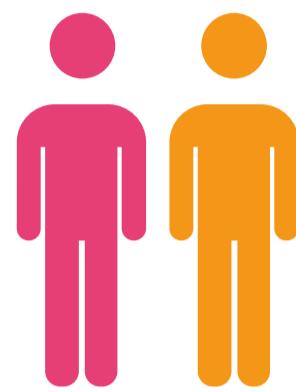
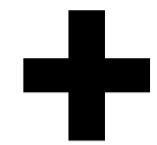
En augmentation

Alcool



# BAROMÈTRE NO/LOW 2025

## ANALYSE GLOBALE



↑10%

**1 personne sur 2 consomme**  
de l'alcool ainsi que des No/low  
(contre 4 personnes sur 10 en 2024)



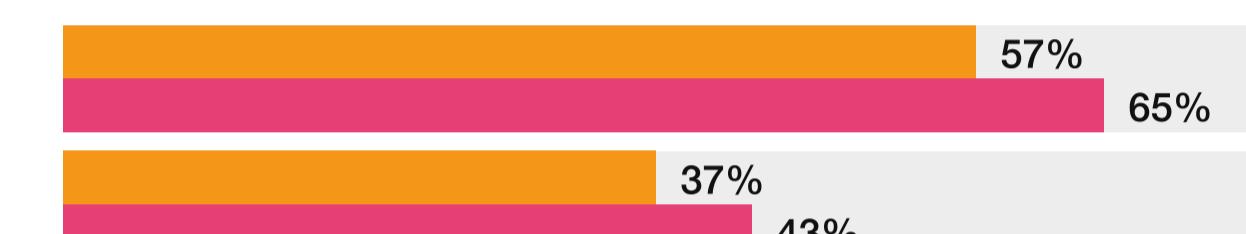
18 - 30 ans

Femmes



31 - 40 ans

Femmes



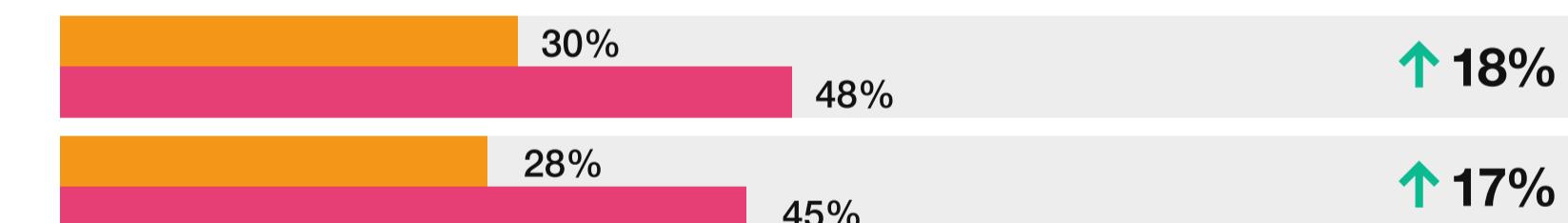
41 - 50 ans

Femmes



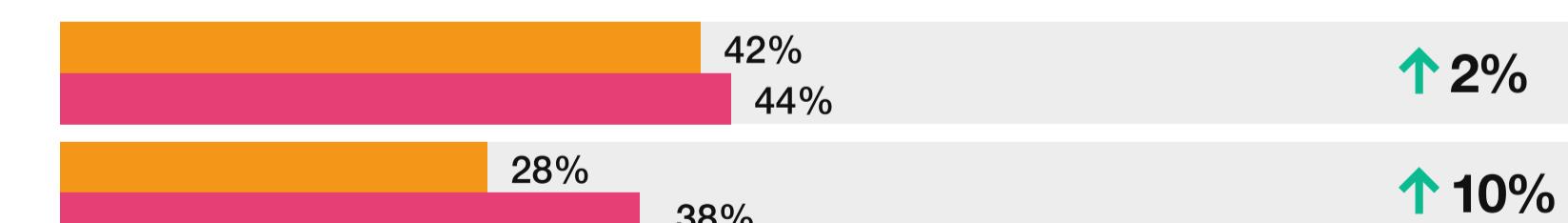
51 - 60 ans

Femmes



61 - 70 ans

Femmes



Hommes



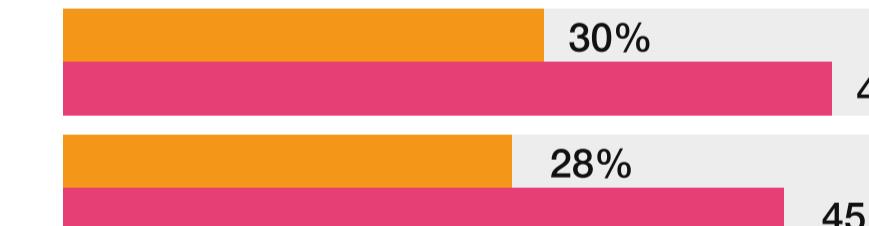
Hommes



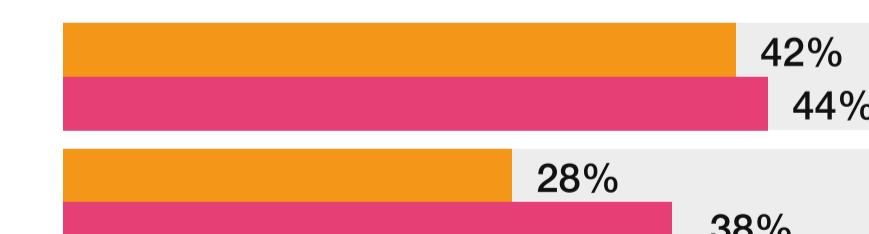
Hommes

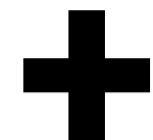


Hommes

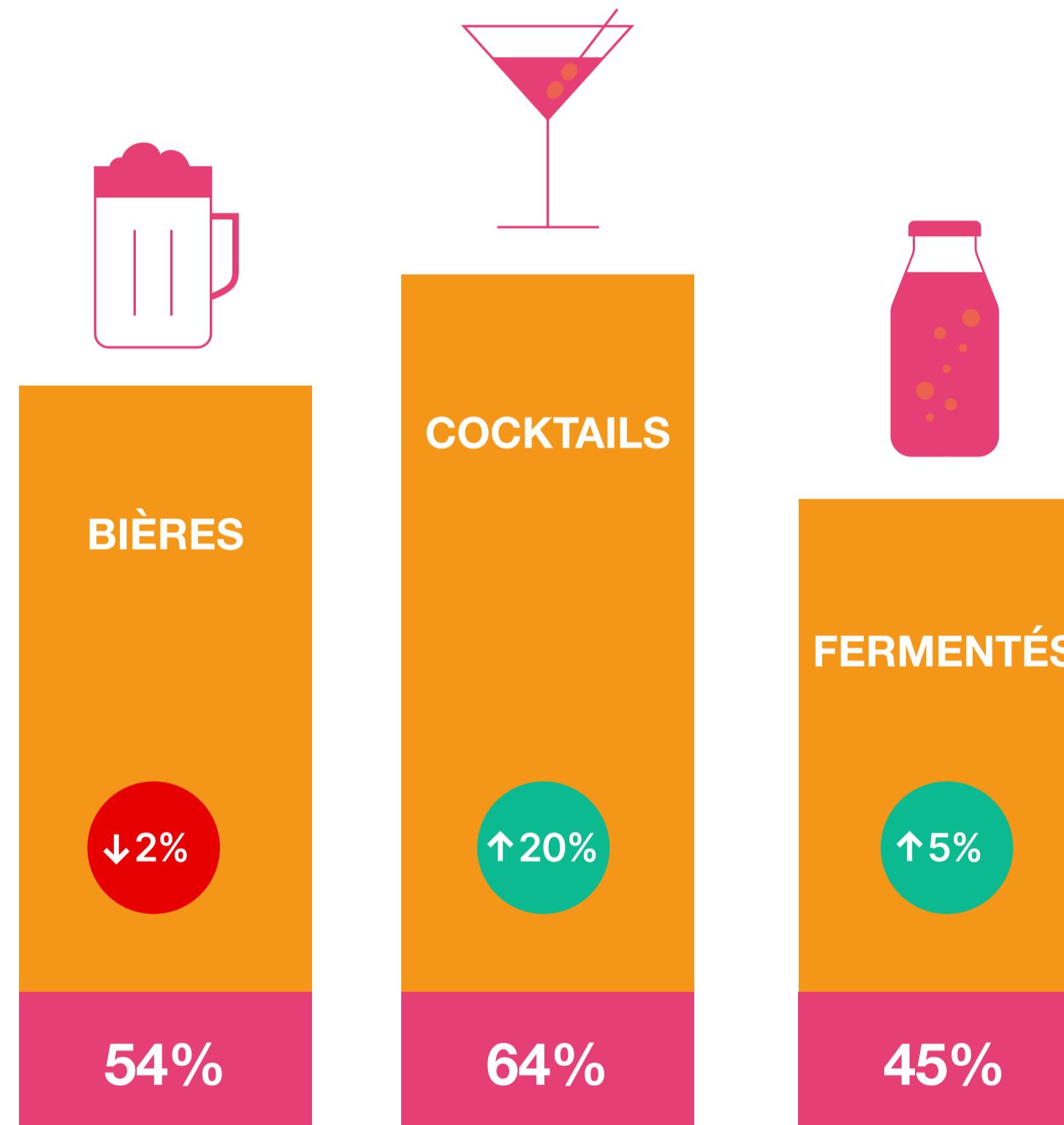


Hommes



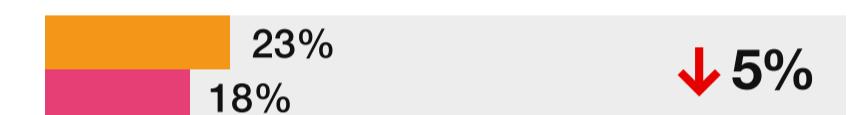


## QUELLES BOISSONS CONSUMMÉES PAR LES FLEXIDRINKERS

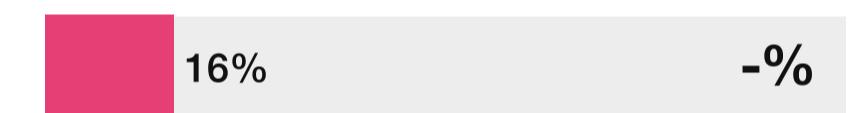


2024  
2025

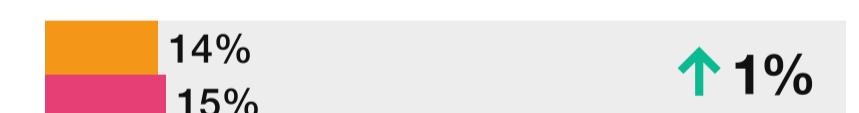
### VIN (NO ET LOW)



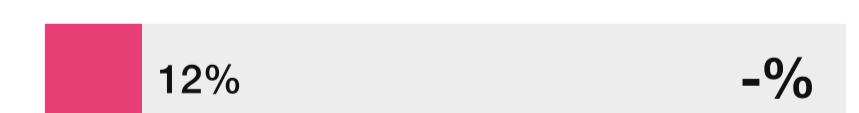
### BOISSONS GASTRONOMIQUES

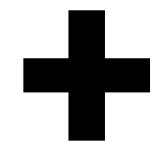


### SPIRITUEUX

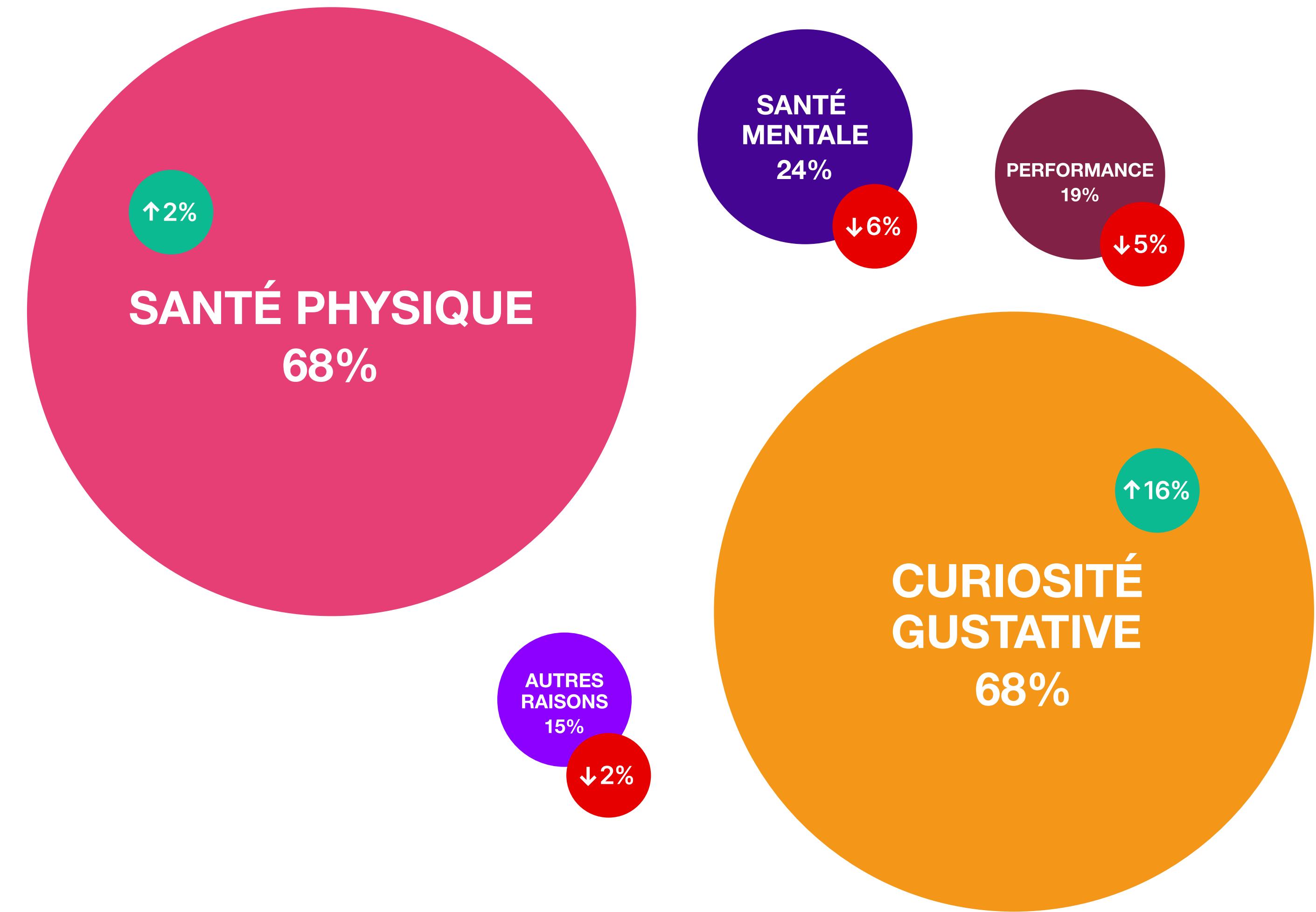


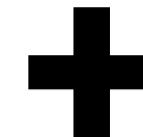
### BOISSONS FONCTIONNELLES



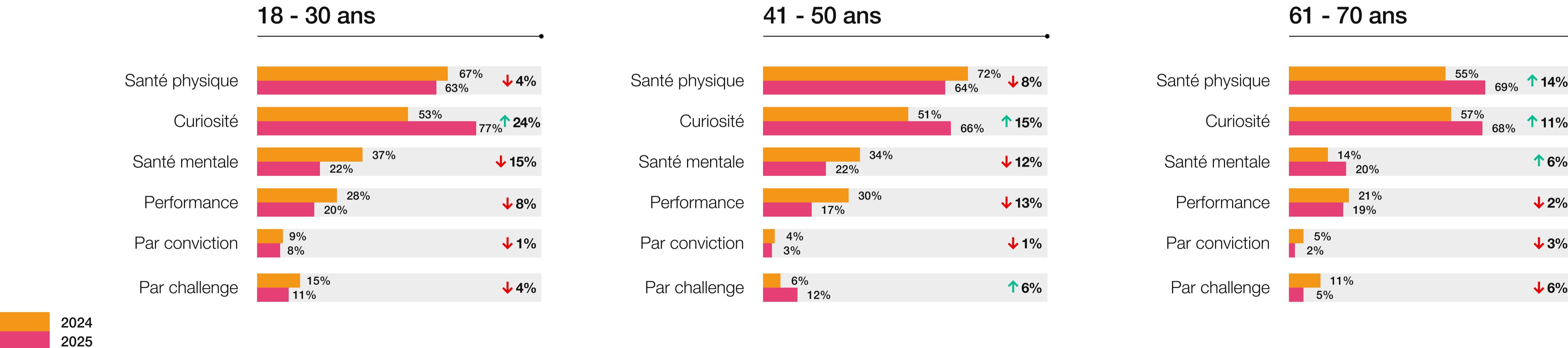


## LES MOTIVATIONS POUR CONSOMMER DES BOISSONS NO/LOW

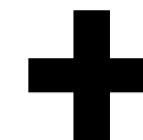




## LES MOTIVATIONS POUR CONSOMMER DES BOISSONS NO/LOW PAR TRANCHES D'AGES



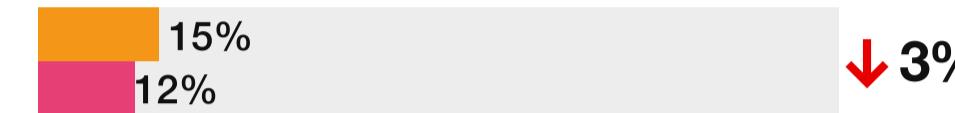
2024  
2025



## LES NOLOW PRÉFÉRÉS DES FRANÇAIS EN 2025



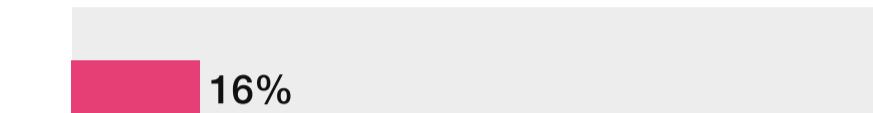
### VINS DÉSALCOOLISÉS



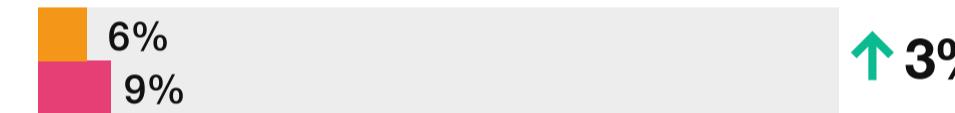
↓ 3%



### BOISSONS GASTRONOMIQUES\*



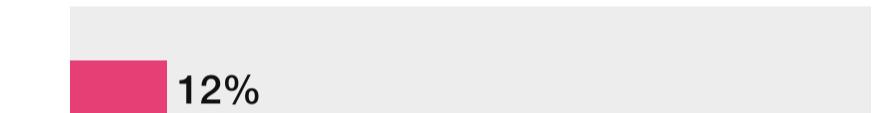
### VINS PARTIELLEMENT DÉSACCOOLISÉS



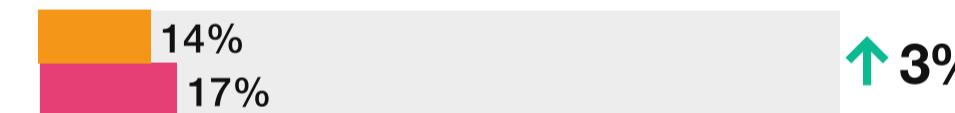
↑ 3%



### BOISSONS FONCTIONNELLES\*



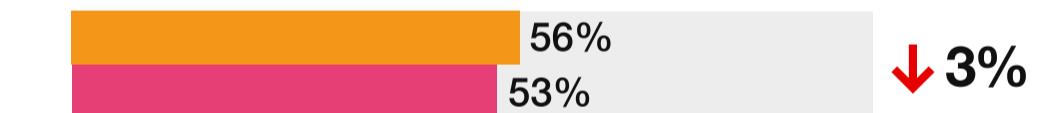
### SPIRITUEUX



↑ 3%



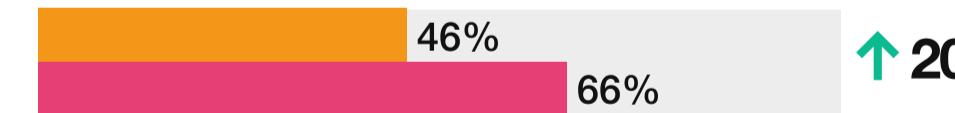
### BIÈRES



↓ 3%



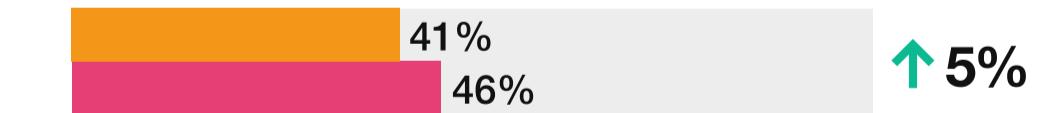
### COCKTAILS



↑ 20%



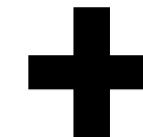
### BOISSONS FERMENTÉES



↑ 5%



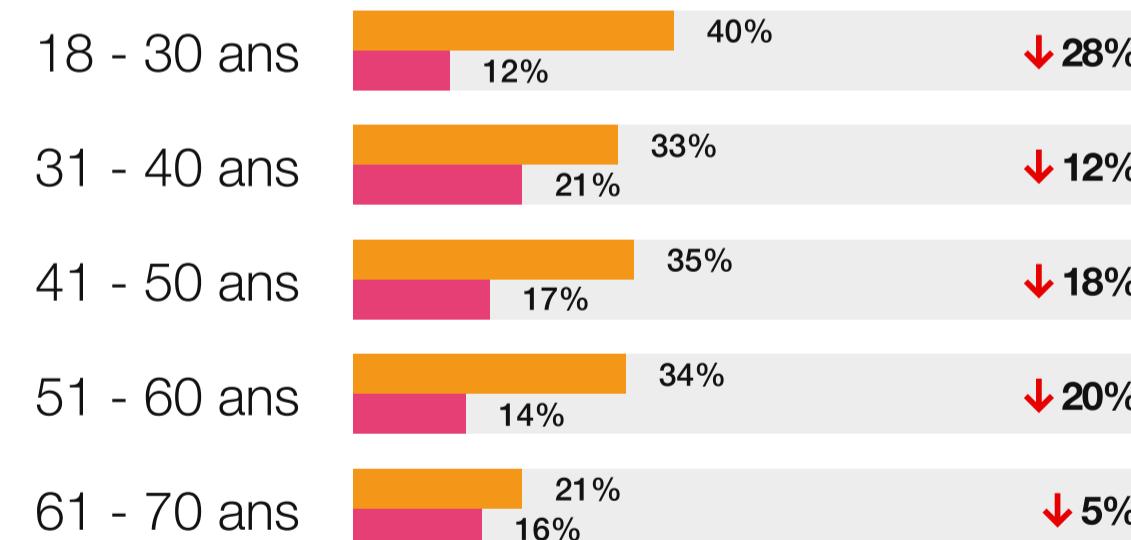
\* L'entrée significative des boissons gastronomiques et fonctionnelles sur le marché du "no/low" en 2025 est d'autant plus notable que le sondage de 2024 n'avait fait ressortir de données sur ces catégories



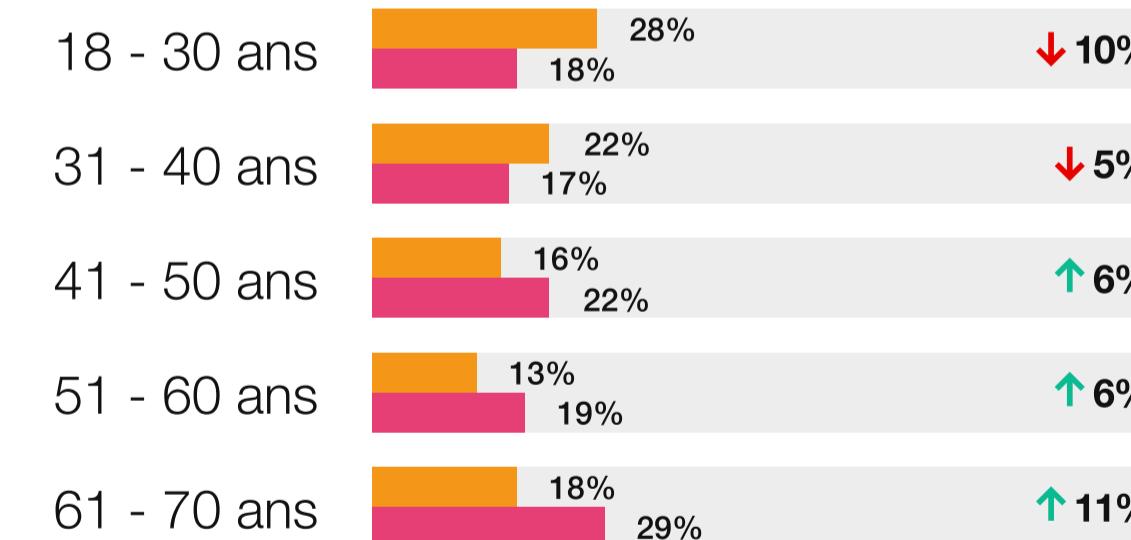
## LES NOLOW PRÉFÉRÉS DES FRANÇAIS

EN 2025 PAR  
TRANCHES D'ÂGES 1/3

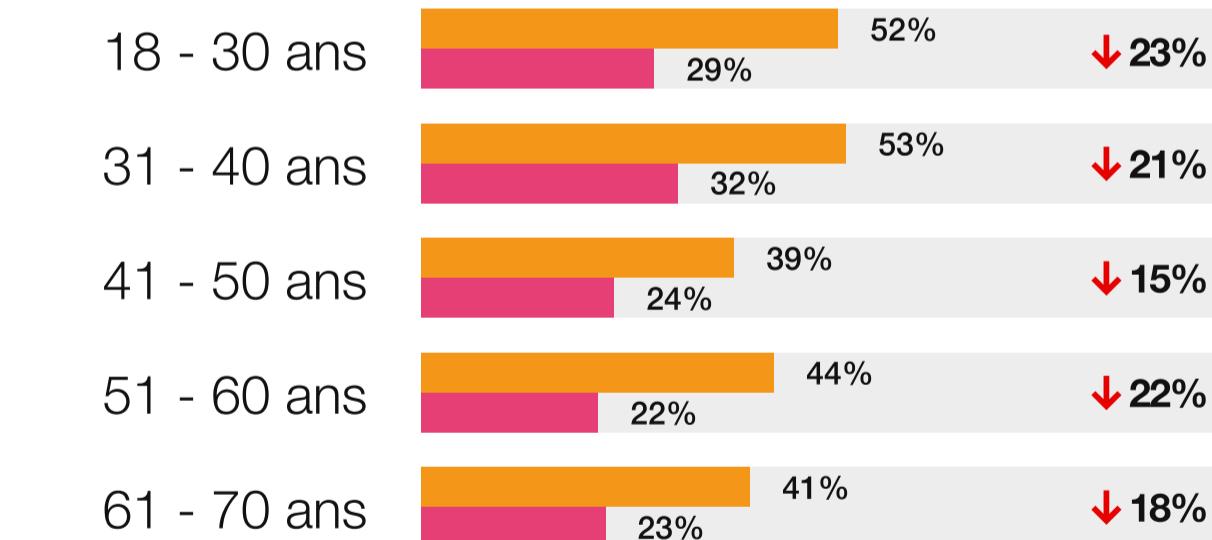
### Vins désacoolisés

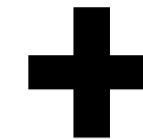


### Vins partiellement désacoolisés



### Spiritueux

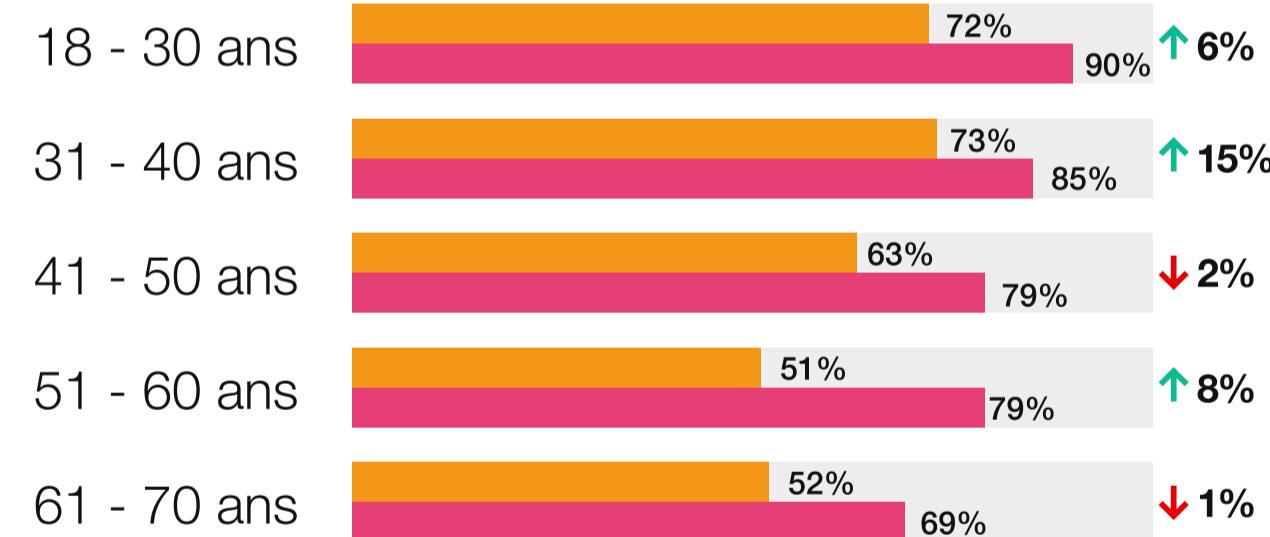




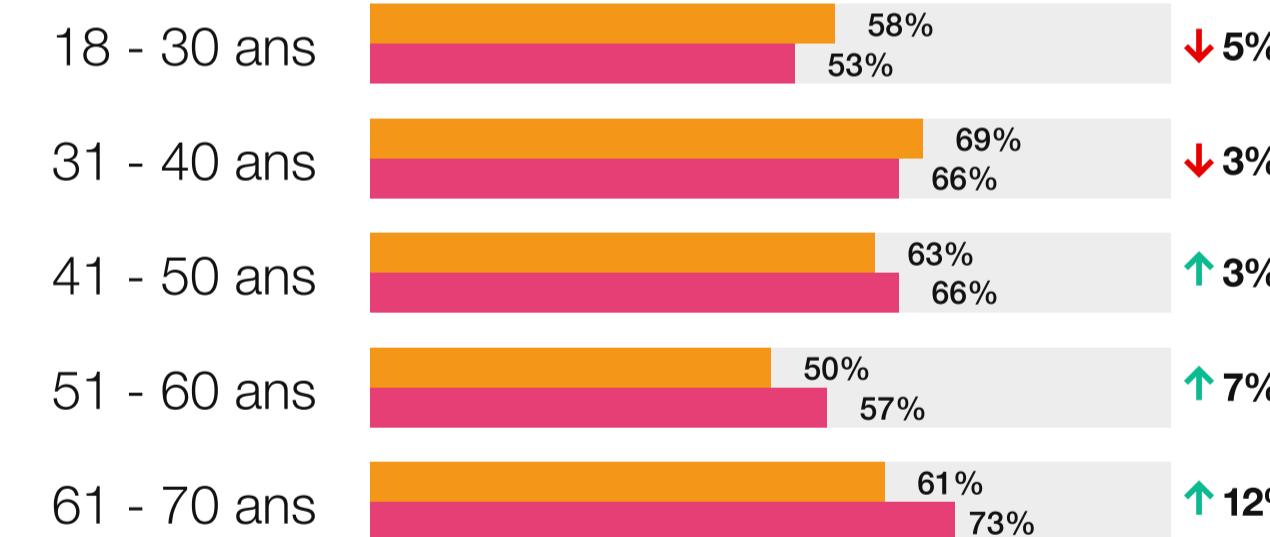
## LES NOLOW PRÉFÉRÉS DES FRANÇAIS

EN 2025 PAR  
TRANCHES D'ÂGES 2/3

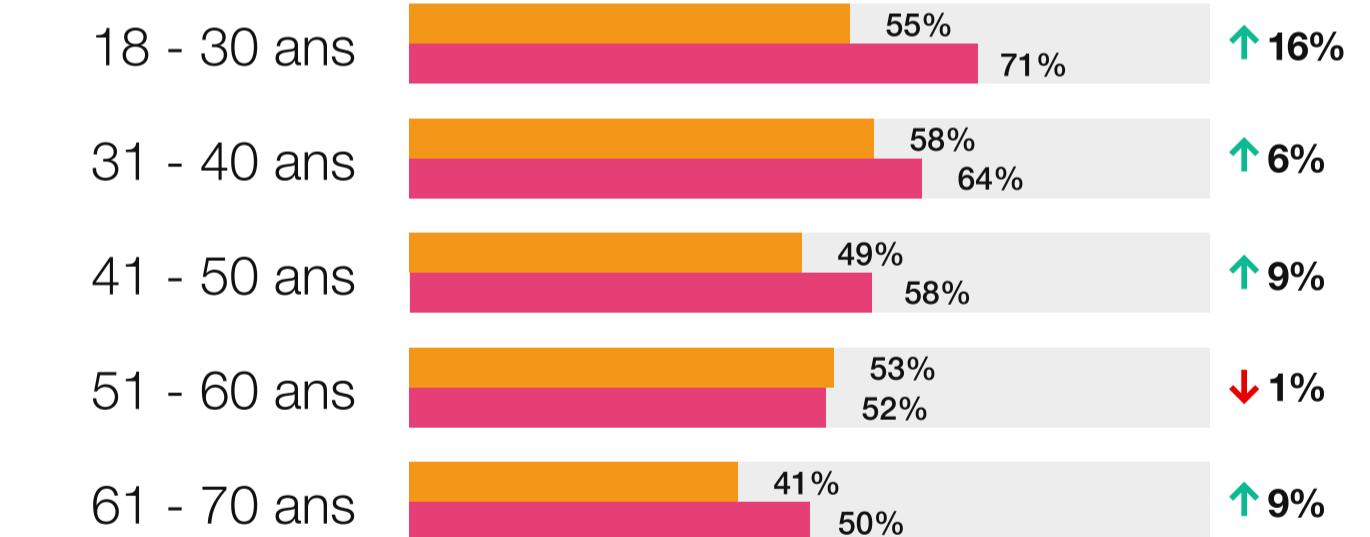
### Cocktails

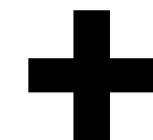


### Bières



### Boissons fermentées

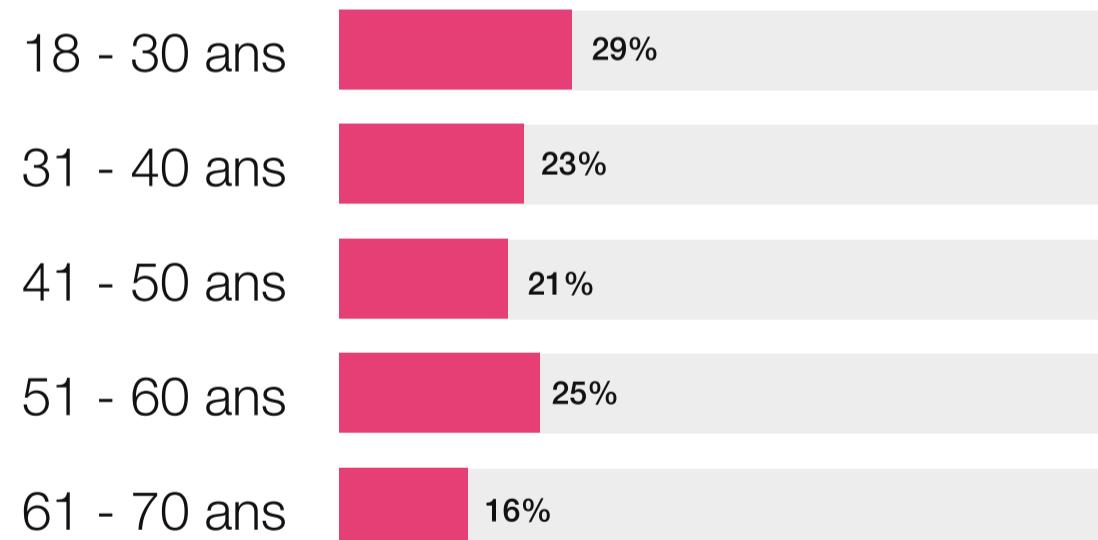




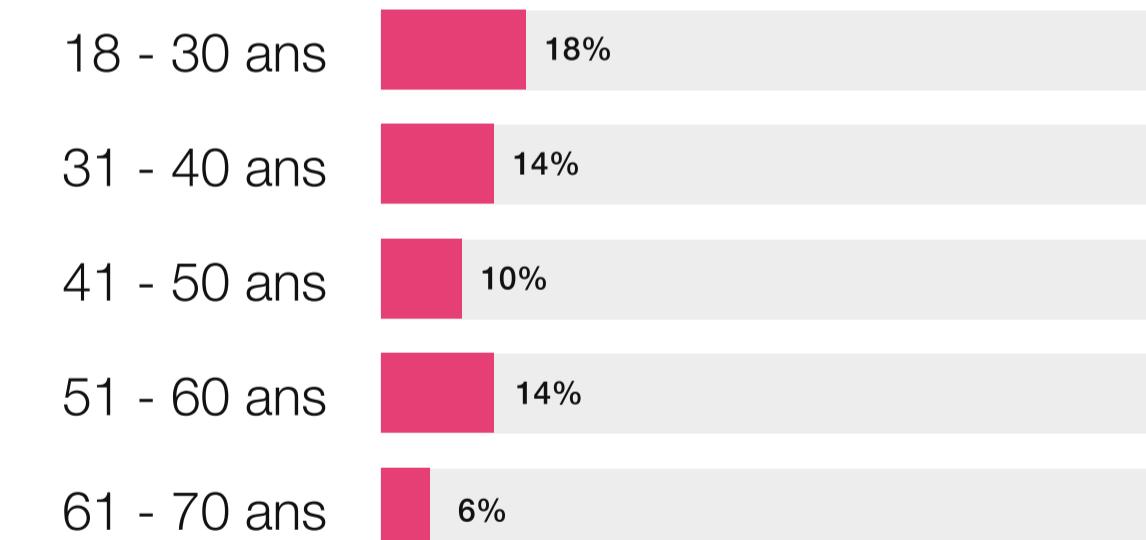
## LES NOLOW PRÉFÉRÉS DES FRANÇAIS

EN 2025 PAR  
TRANCHES D'ÂGES 3/3

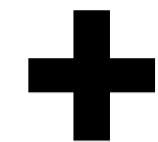
### Boissons gastronomiques\*



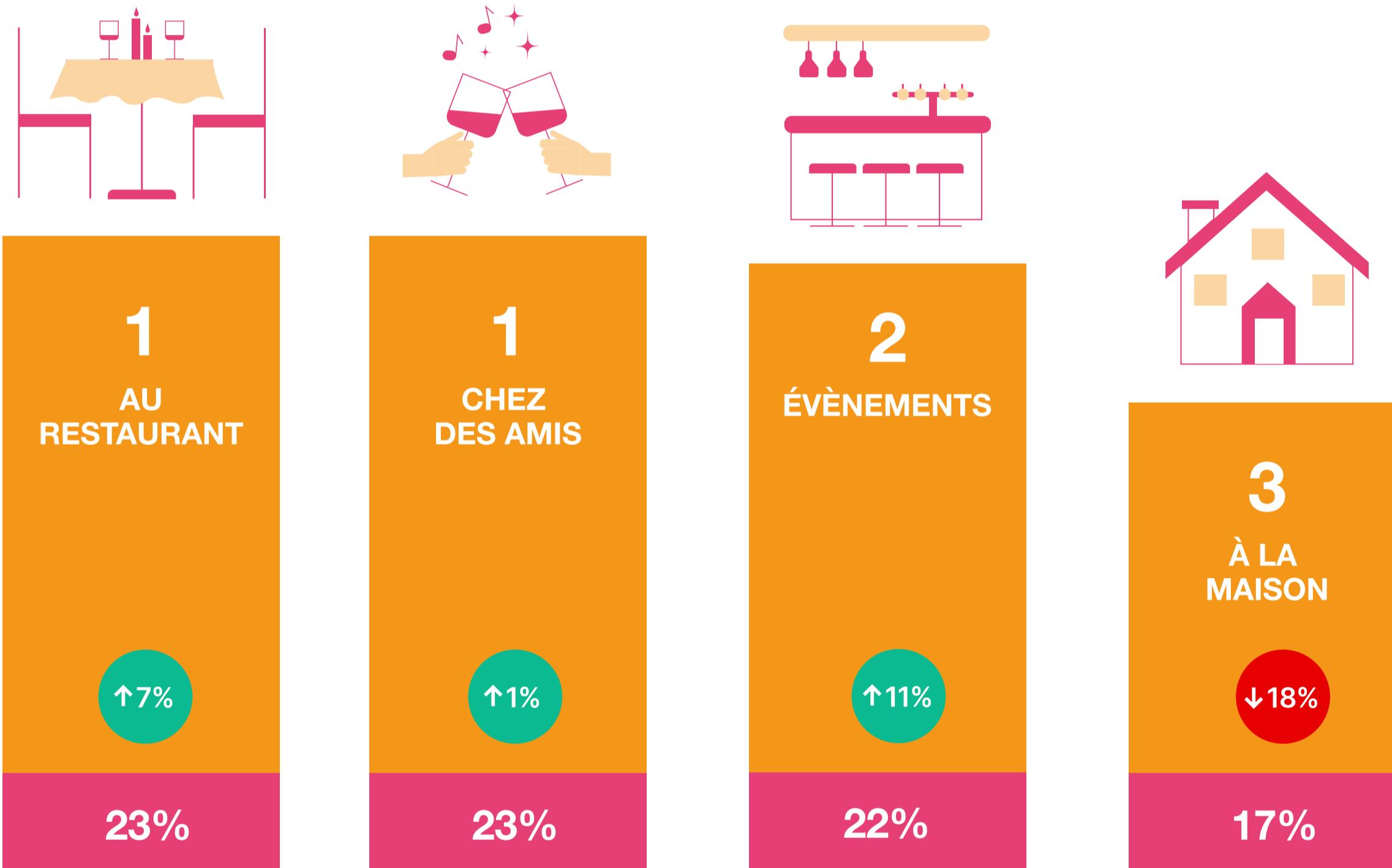
### Boissons fonctionnelles\*

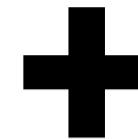


\* L'entrée significative des boissons gastronomiques et fonctionnelles sur le marché du "no/low" en 2025 est d'autant plus notable que le sondage de 2024 n'avait fait ressortir de données sur ces catégories



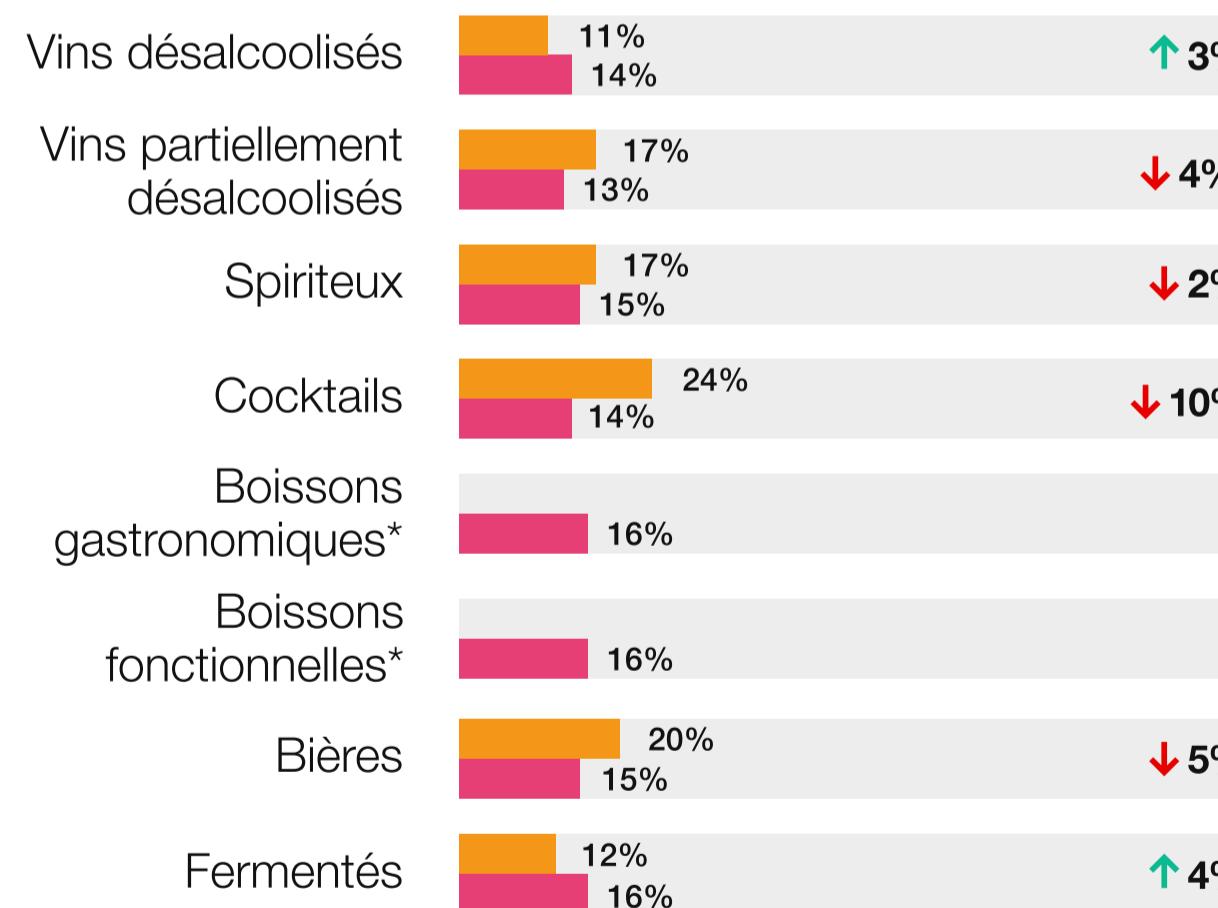
## LES LIEUX DE CONSUMMATION PRÉFÉRÉS DES FRANÇAIS



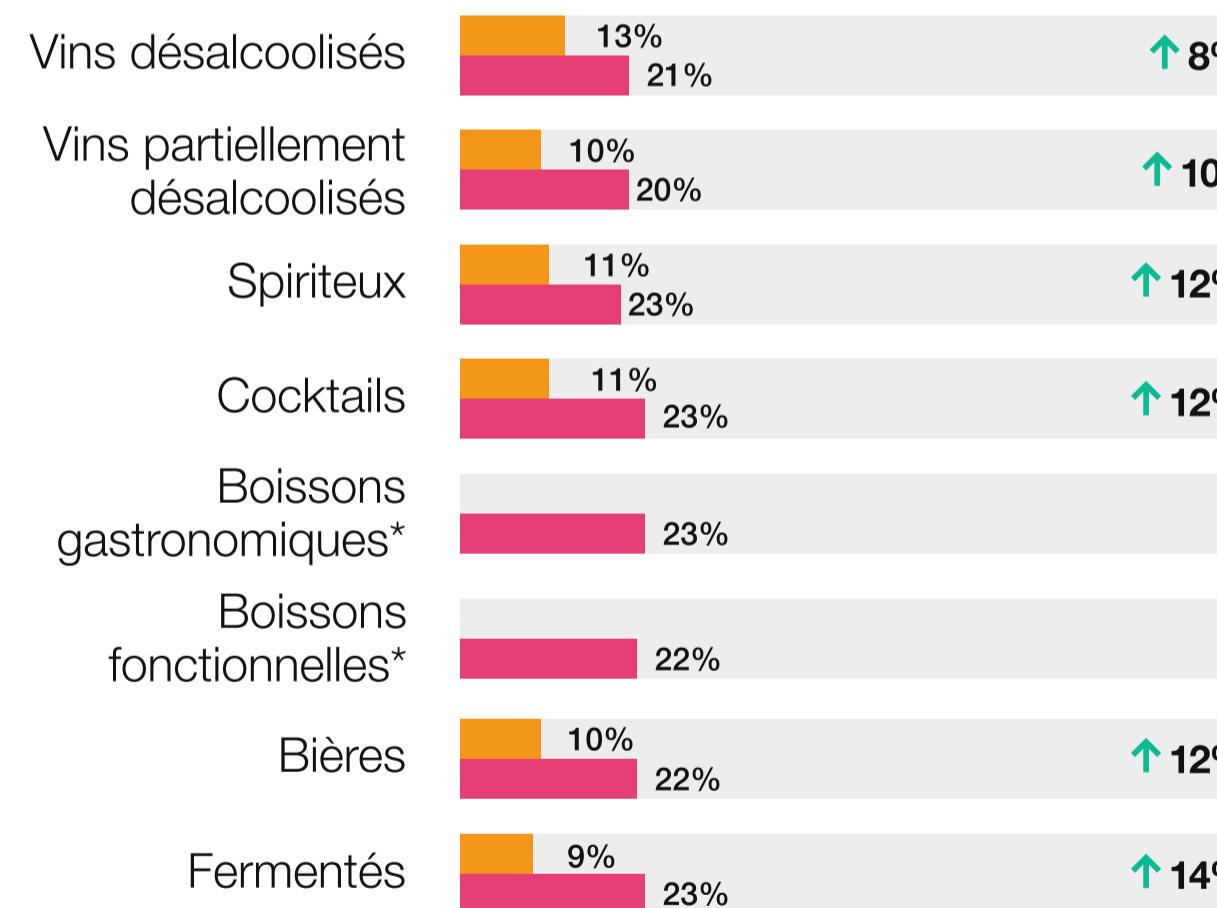


## LES BOISSONS NOLOW PAR LIEUX DE CONSOMMATION 1/2

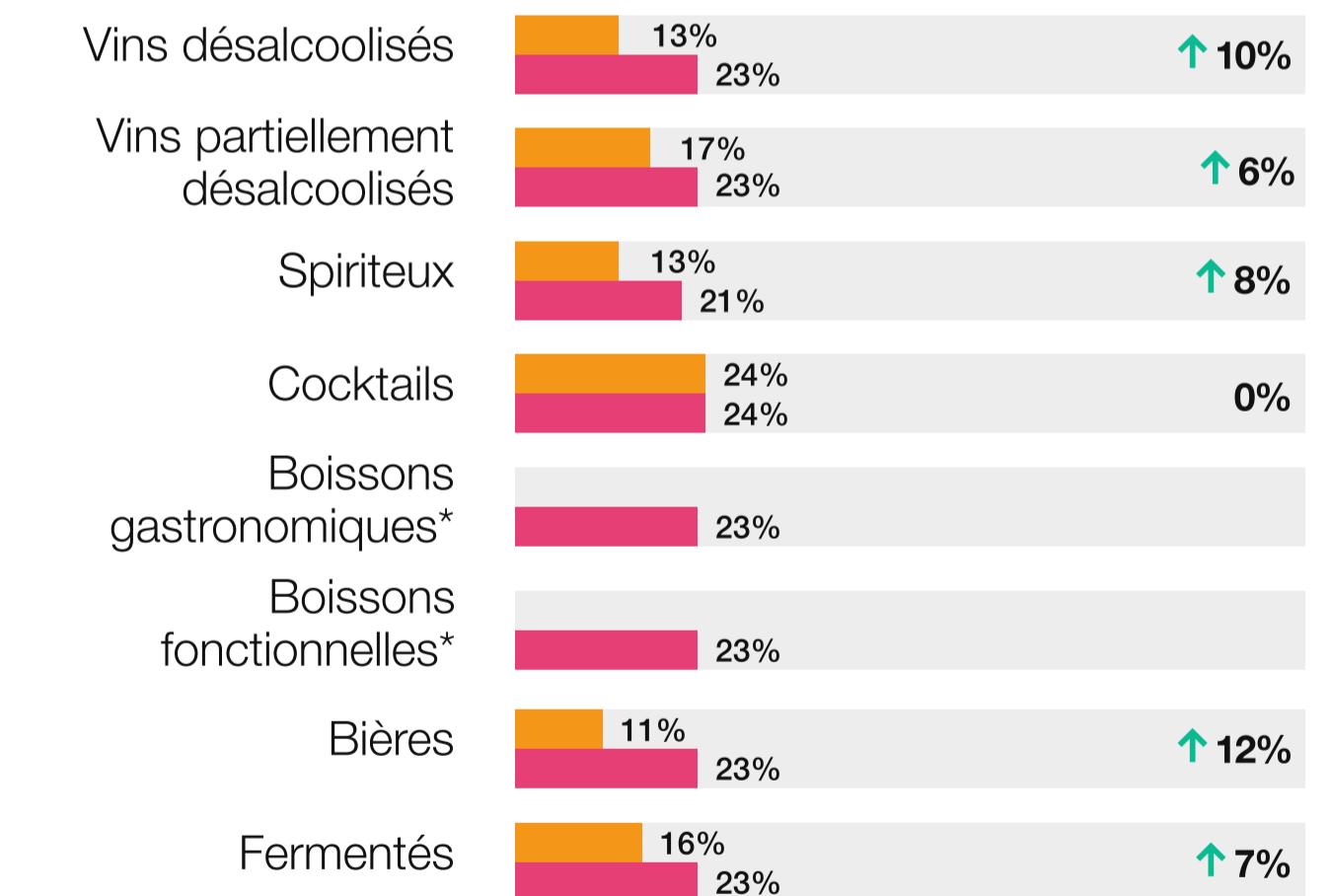
### Bar/Pub



### Évènements

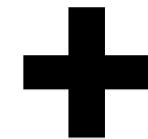


### Restaurant



2024  
2025

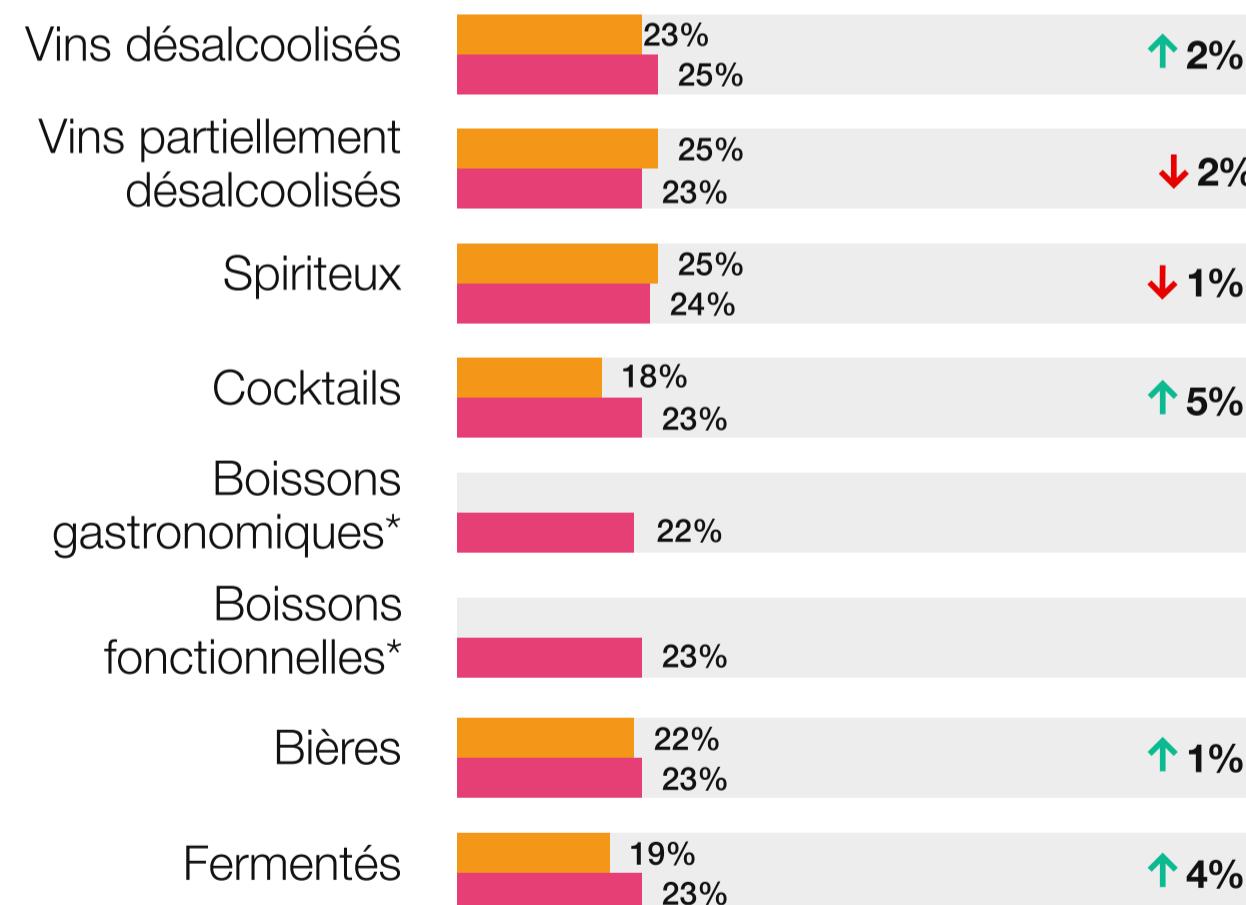
\* L'entrée significative des boissons gastronomiques et fonctionnelles sur le marché du "no/low" en 2025 est d'autant plus notable que le sondage de 2024 n'avait fait ressortir de données sur ces catégories



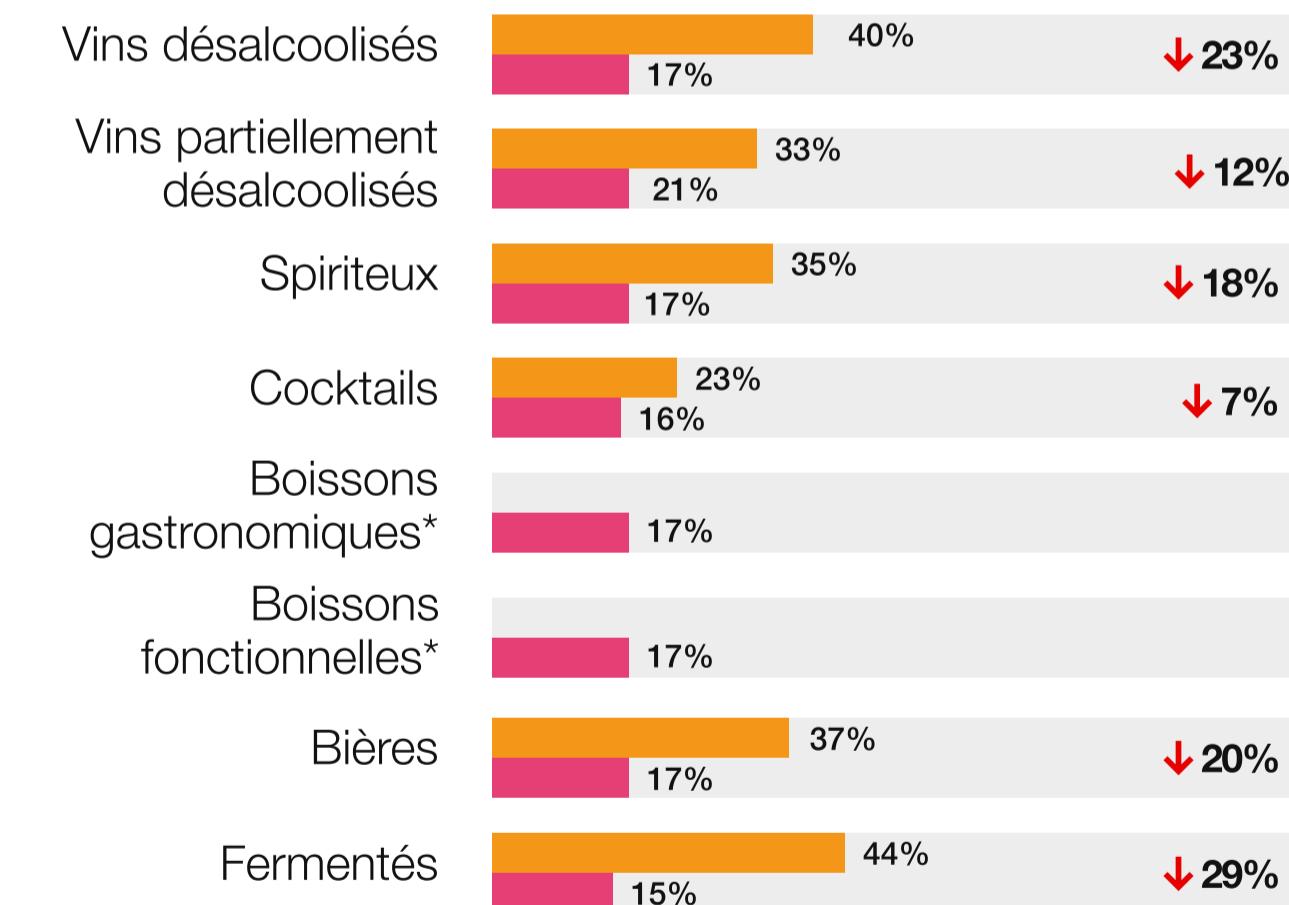
## LES BOISSONS NOLOW

### PAR LIEUX DE CONSOMMATION 2/2

#### Chez des amis

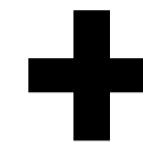


#### À la maison



2024  
2025

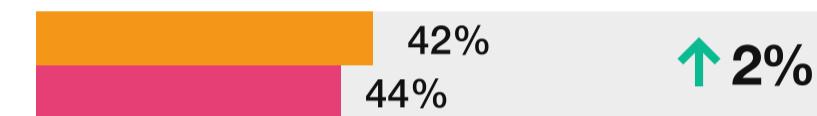
\* L'entrée significative des boissons gastronomiques et fonctionnelles sur le marché du "no/low" en 2025 est d'autant plus notable que le sondage de 2024 n'avait fait ressortir de données sur ces catégories



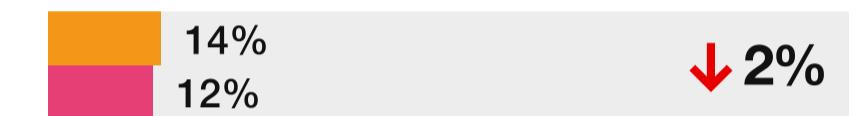
## LES PRINCIPAUX LIEUX D'ACHAT DES BOISSONS NOLOW



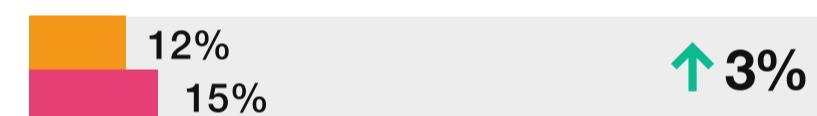
### SUPERMARCHÉS



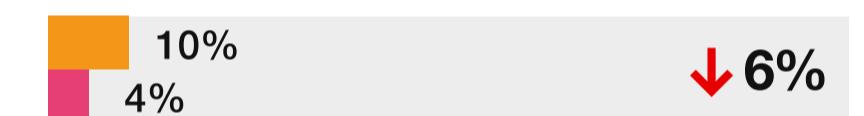
### CAVISTES



### ÉPICERIES



### CAVISTES SPÉCIALISÉS NOLOW



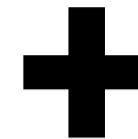
### MAGASINS BIO



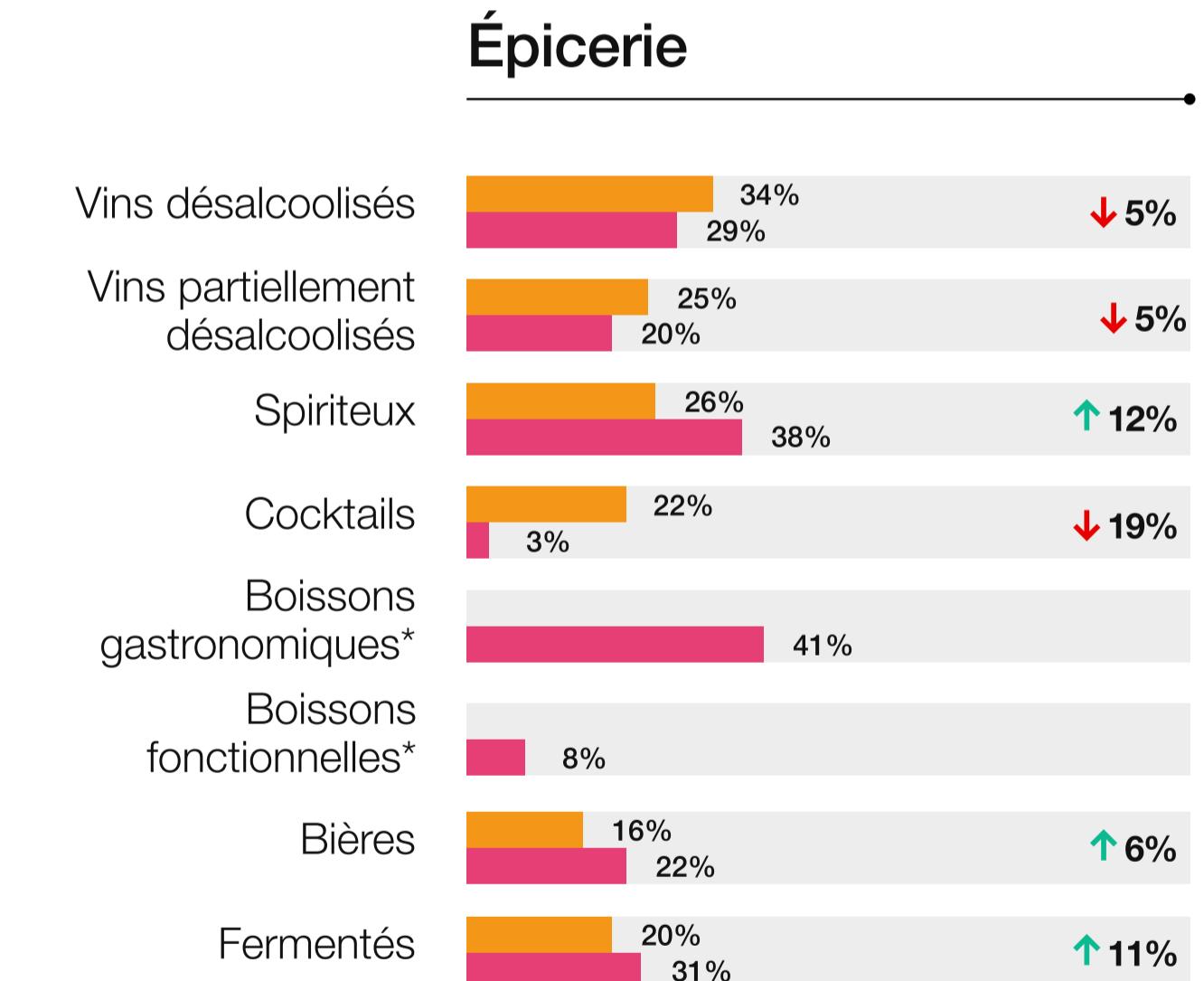
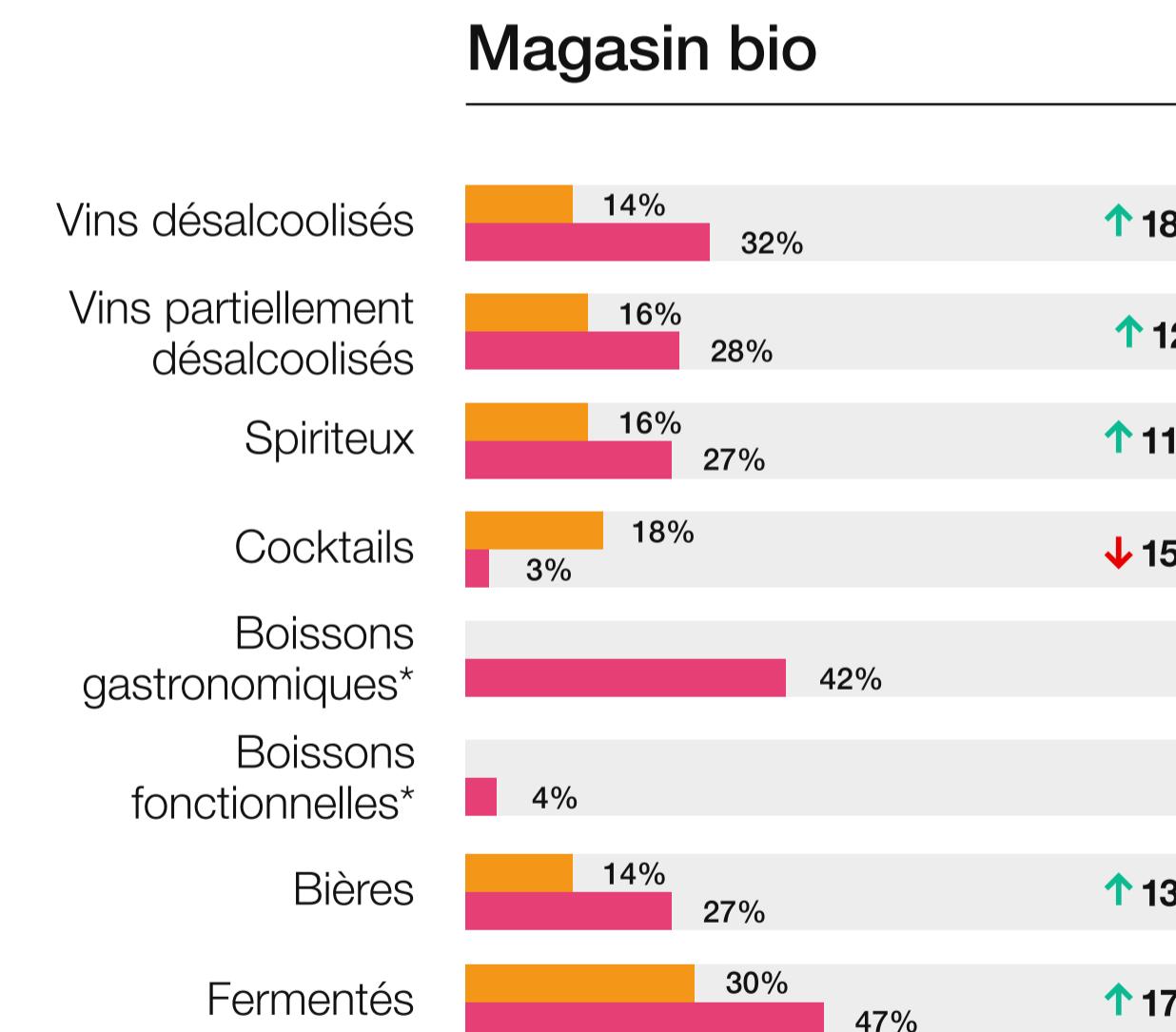
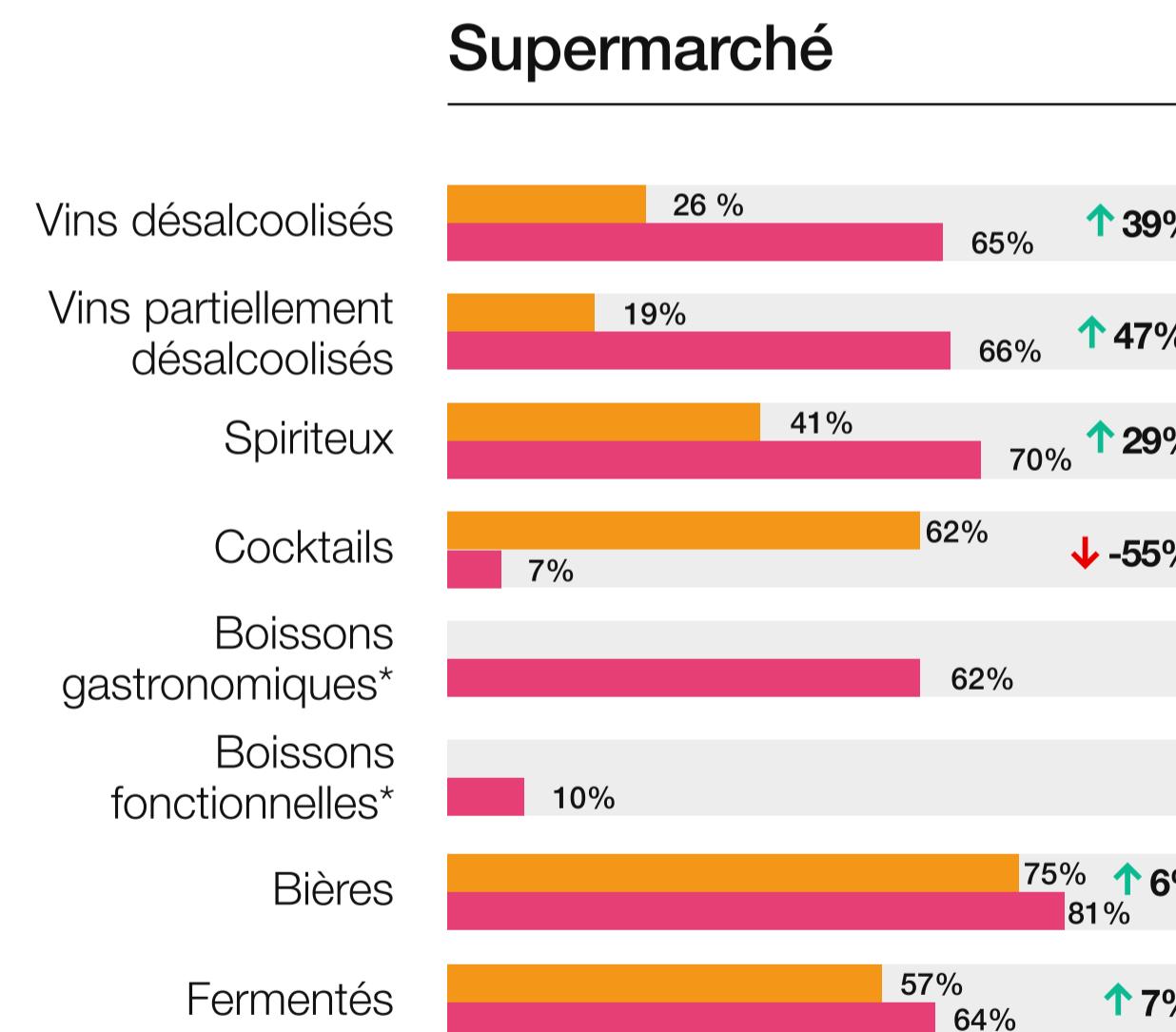
### EN LIGNE



2024  
2025

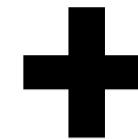


## LES PRINCIPAUX LIEUX D'ACHAT PAR BOISSON NOLOW 1/2



2024  
2025

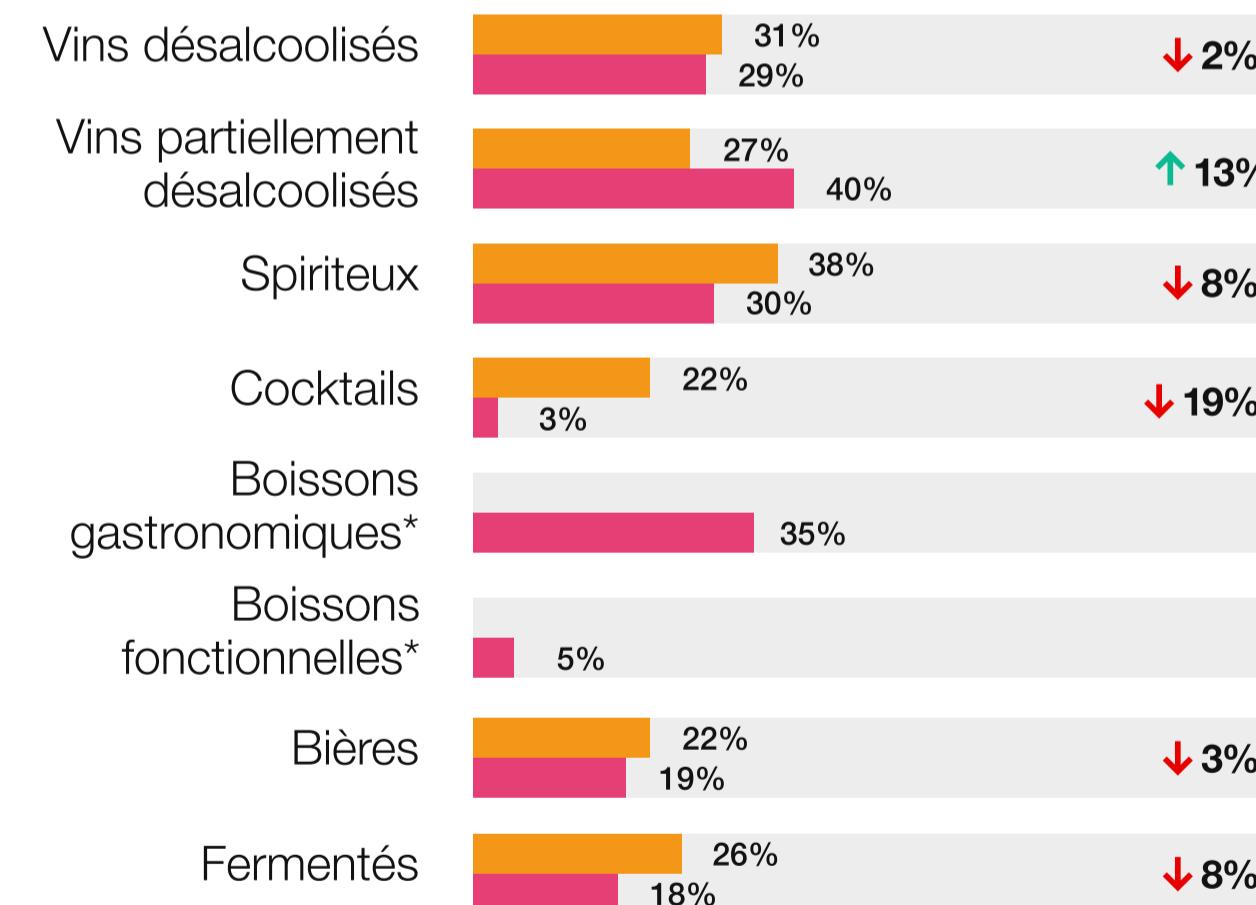
\* L'entrée significative des boissons gastronomiques et fonctionnelles sur le marché du "no/low" en 2025 est d'autant plus notable que le sondage de 2024 n'avait fait ressortir de données sur ces catégories



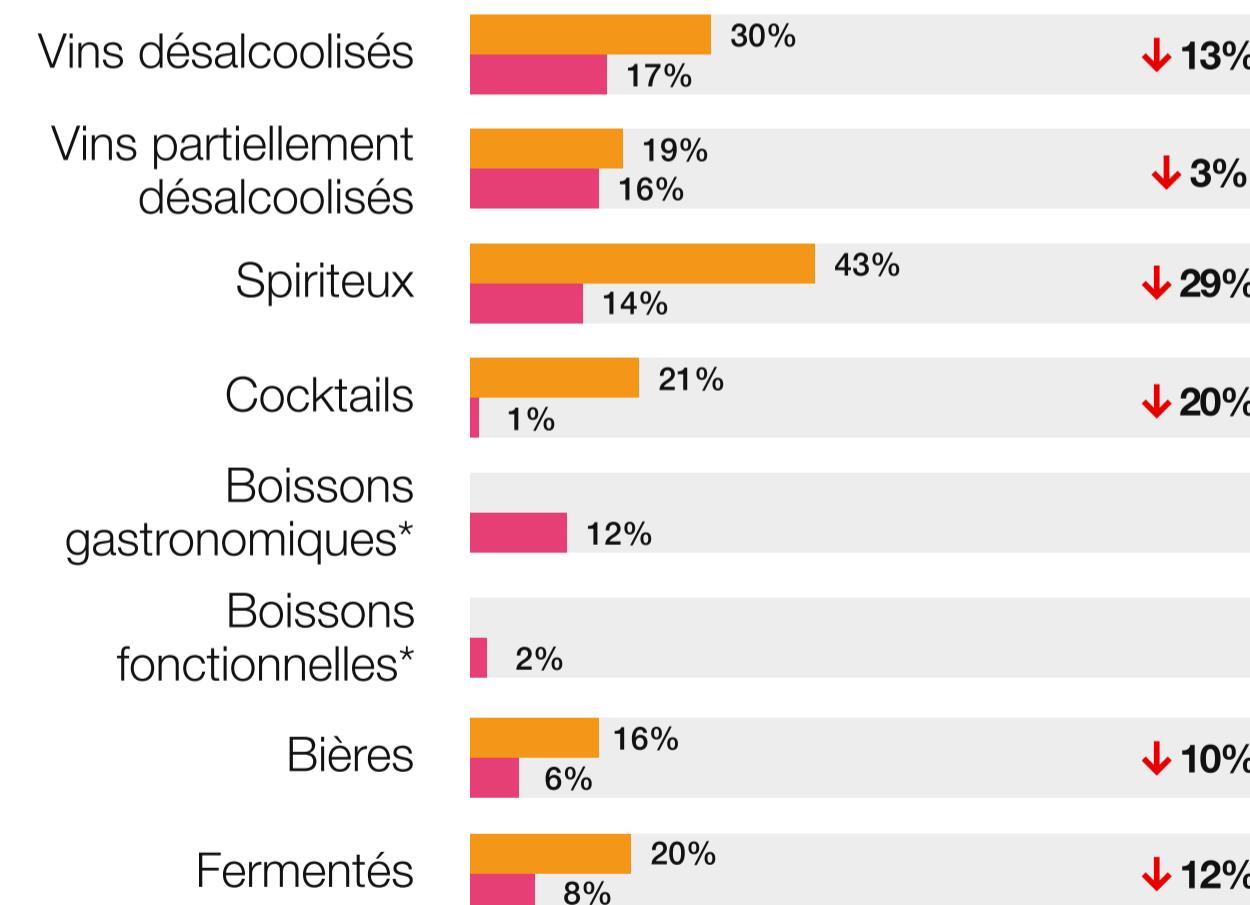
## LES PRINCIPAUX LIEUX D'ACHAT

### PAR BOISSON NOLOW 2/2

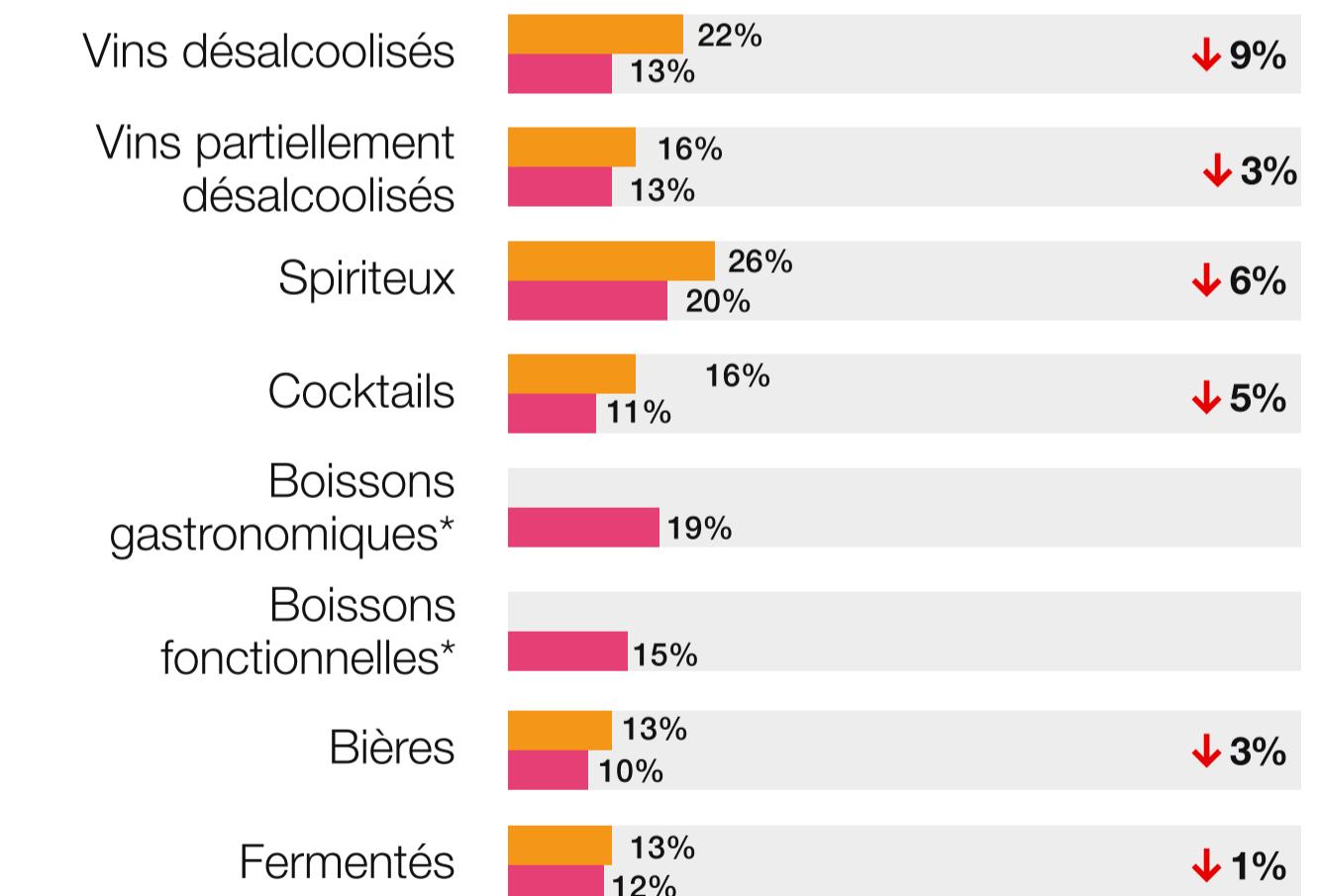
#### Cavistes



#### Cave NoLow

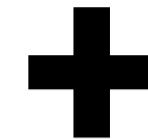


#### En ligne



2024  
2025

\* L'entrée significative des boissons gastronomiques et fonctionnelles sur le marché du "no/low" en 2025 est d'autant plus notable que le sondage de 2024 n'avait fait ressortir de données sur ces catégories

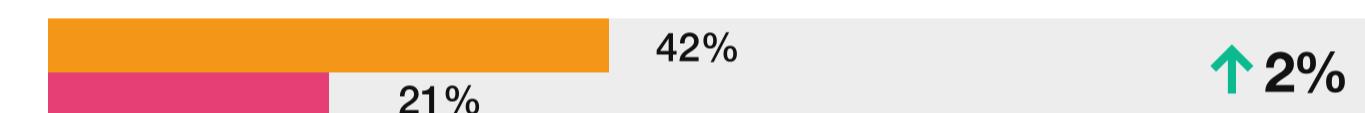


## LES ATTENTES DES CONSOMMATEURS DES BOISSONS NO/LOW

### DES SAVEURS (FRUITS, ÉPICES, AMER...)



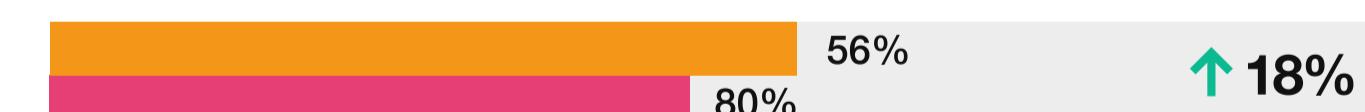
### DES SIMILITUDES AVEC SA VERSION ALCOOLISÉE

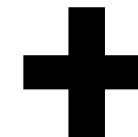


### MOINS DE SUCRE

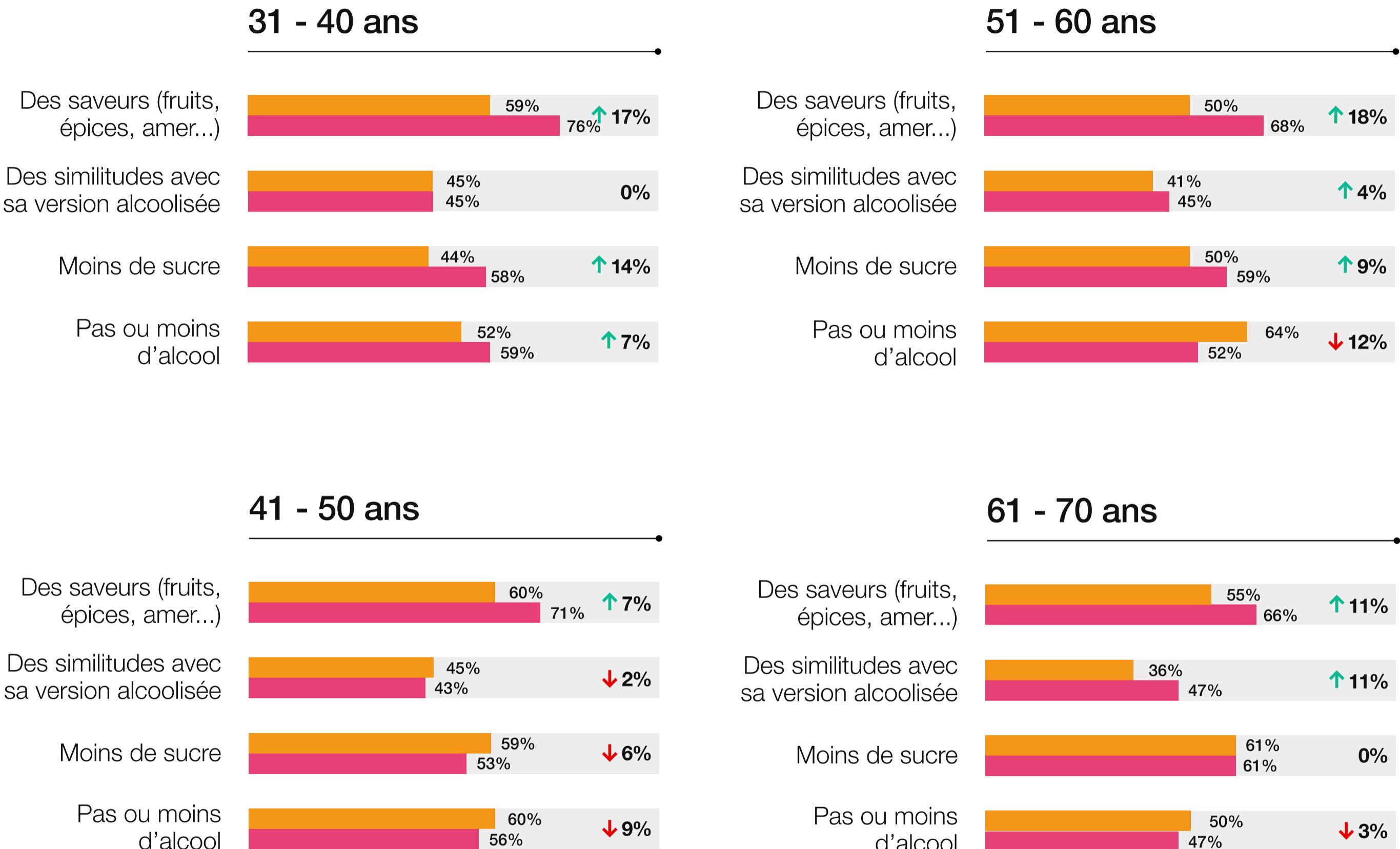


### PAS OU MOINS D'ALCOOL

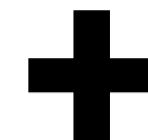




## LES ATTENTES DES CONSOMMATEURS DES BOISSONS NO/LOW PAR TRANCHES D'ÂGES

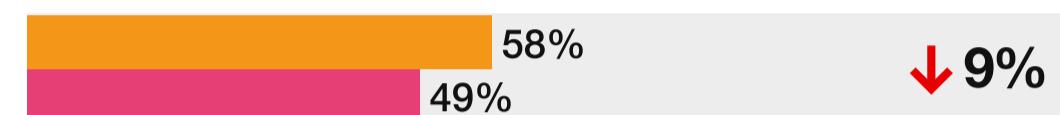


2024  
2025

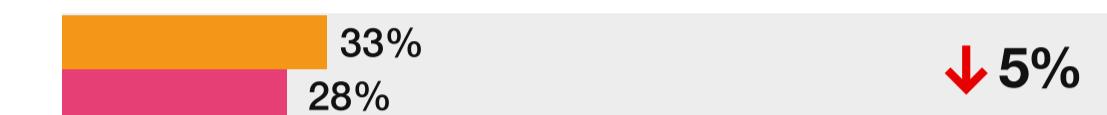


## LES FREINS À LA CONSOMMATION DES BOISSONS NOLOW

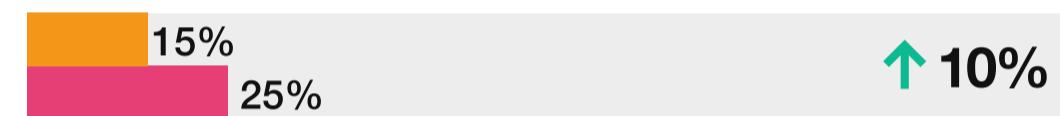
### LE GOÛT, LA QUALITÉ



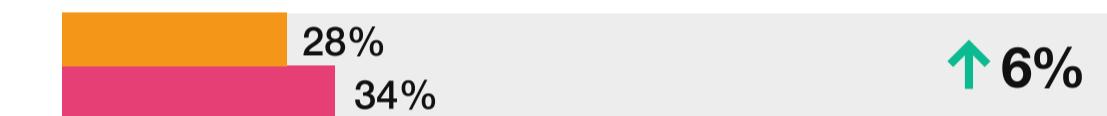
### DISPONIBILITÉ DES PRODUITS



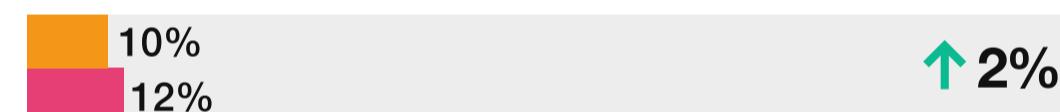
### PEUR DES INGRÉDIENTS UTILISÉS



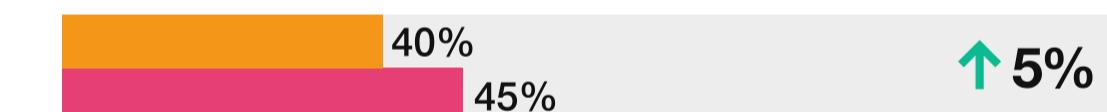
### DIVERSITÉ DE L'OFFRE



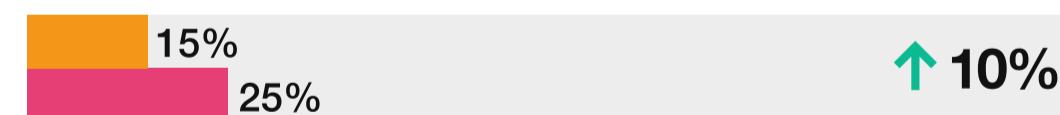
### PEUR DU PROCESS DE FABRICATION

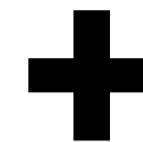


### PRIX



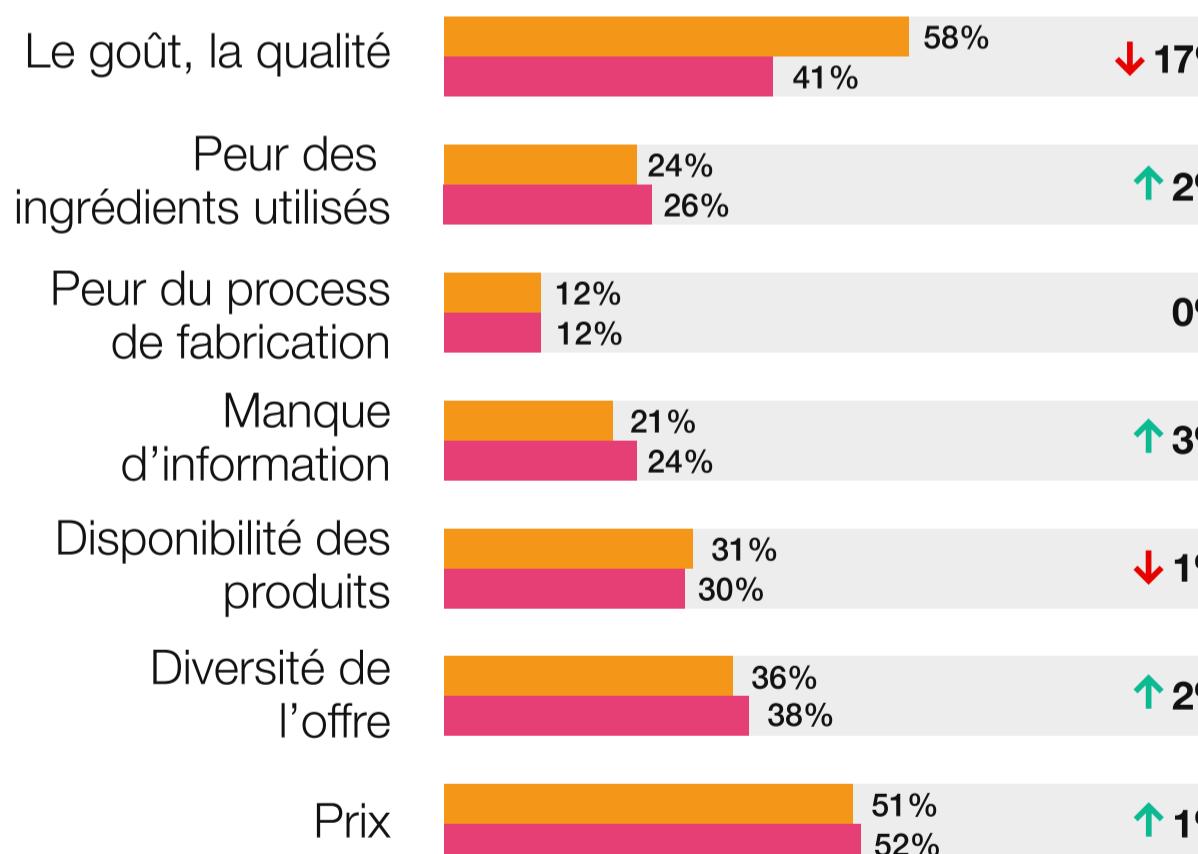
### MANQUE D'INFORMATION



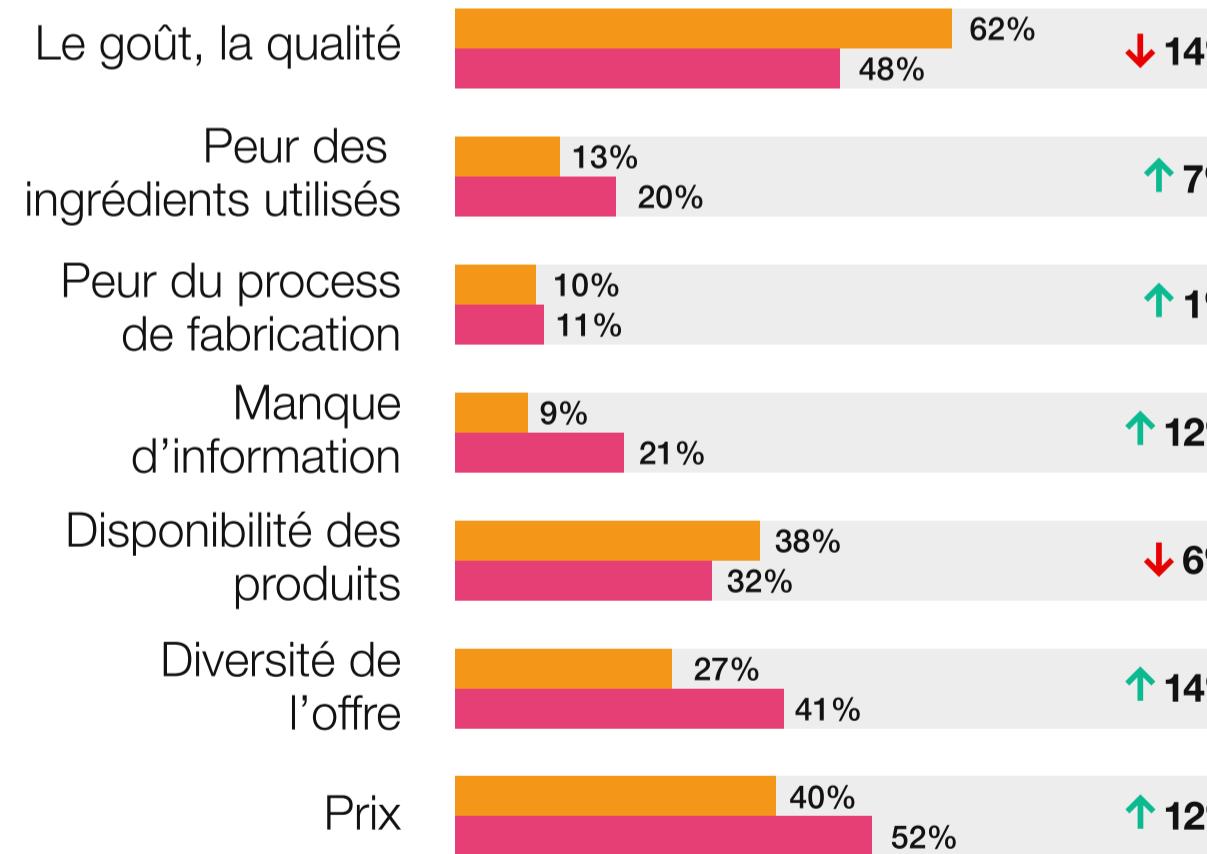


## LES FREINS À LA CONSOMMATION DES BOISSONS NOLOW 1/2

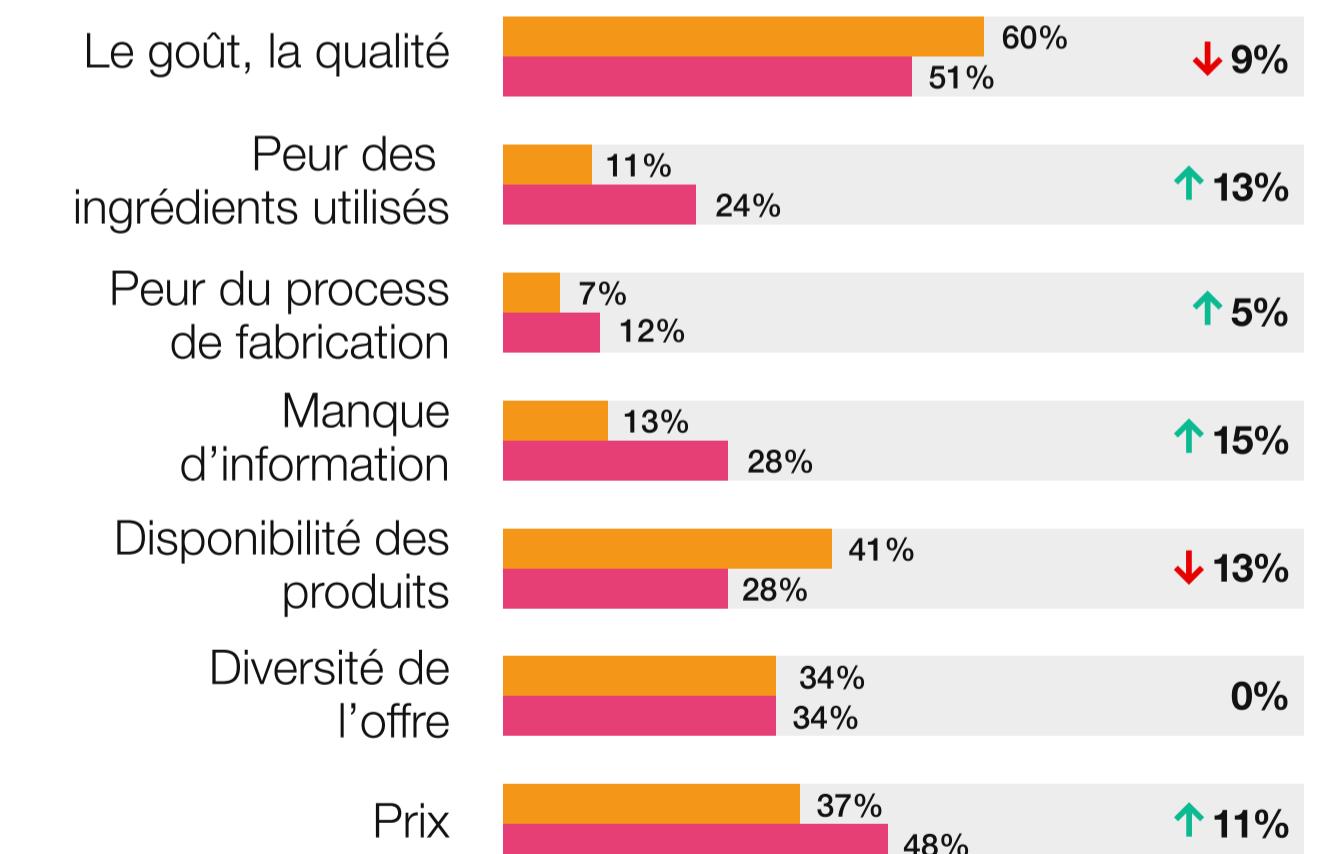
### 18 - 30 ans

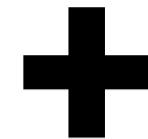


### 31 - 40 ans



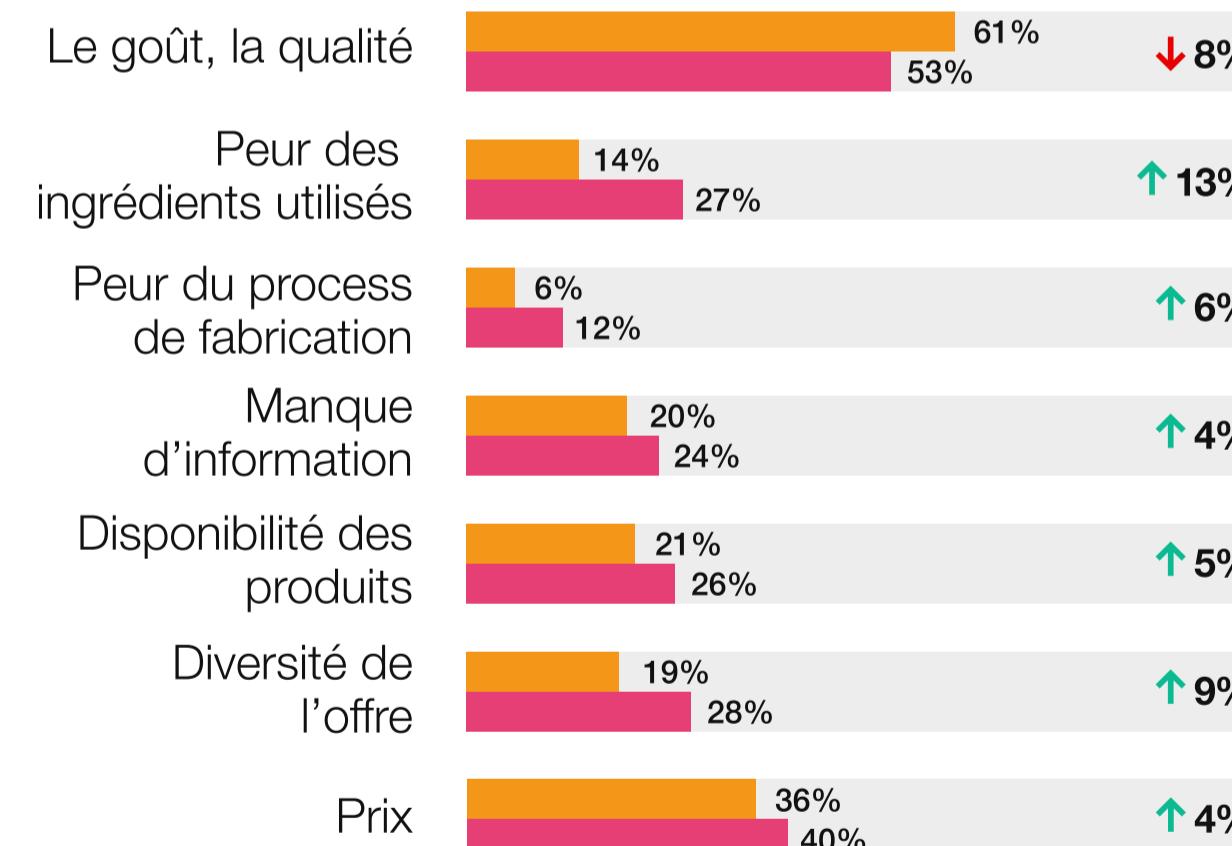
### 41 - 50 ans



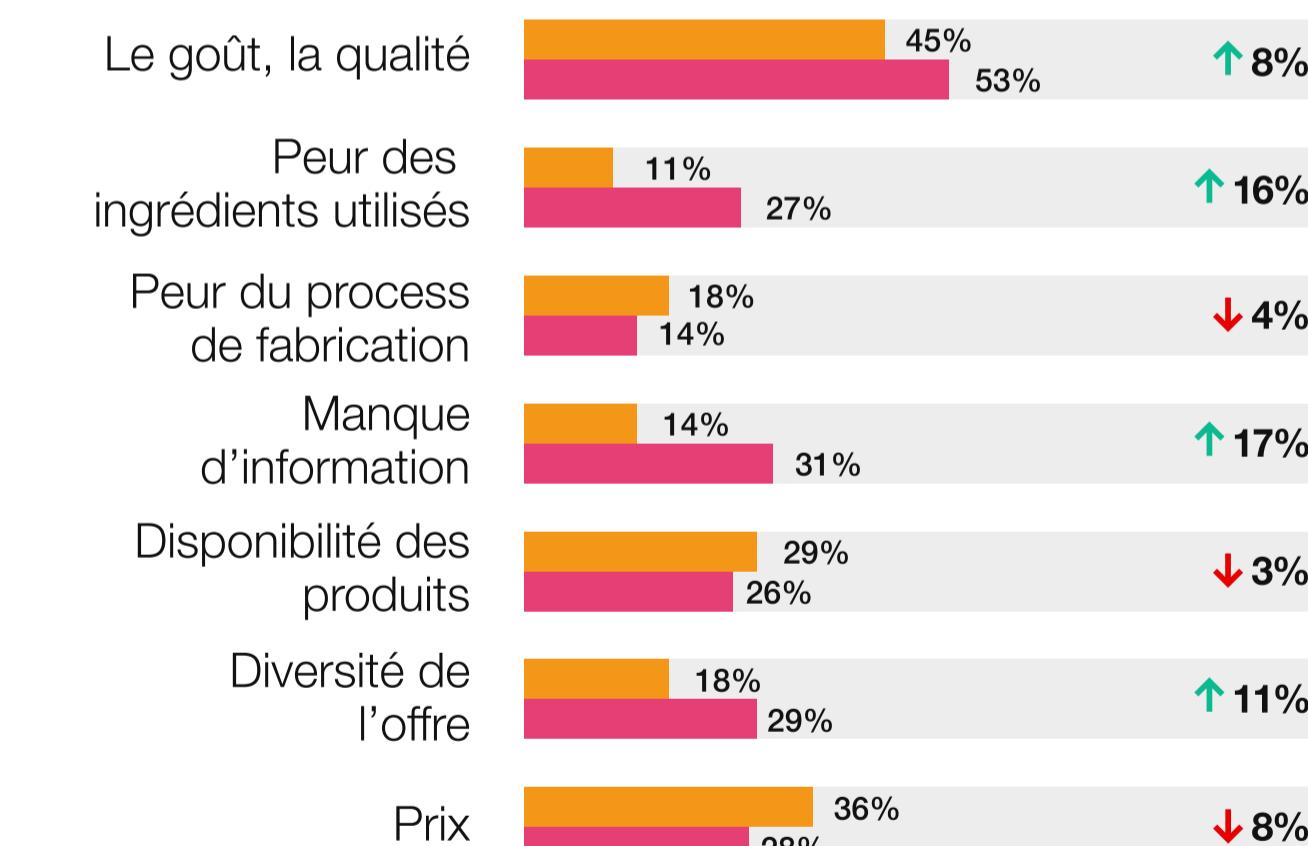


## LES FREINS À LA CONSOMMATION DES BOISSONS NOLOW 2/2

### 51 - 60 ans



### 61 - 70 ans



**DO**  
**DEGREZERO**

**Merci**



**SIRHA FOOD**  
A WORLD OF CUISINE AND HOSPITALITY

**GL events**