

Alcoholic Drinks in New Zealand

Market Direction | 2022-08-08 | 74 pages | Euromonitor

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Report description:

The impact of the COVID-19 pandemic continued to be felt in alcoholic drinks in New Zealand, with continued lockdowns in 2021 - albeit on a lesser scale than was observed in 2020, impacting the ability for hospitality proprietors to operate. Additionally, continued border closures have prevented foreign tourists from visiting New Zealand, who normally provide a key source of income for the on-trade. While domestic tourism strengthened for part of the year, the arrival of the delta variant and la...

Euromonitor International's Alcoholic Drinks in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Alcoholic Drinks in New Zealand
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List Of Contents And Tables

ALCOHOLIC DRINKS IN NEW ZEALAND

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 10 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

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Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021
Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021
Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021
Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026
Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026
Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026
Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN NEW ZEALAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong start to the year sees small bounce back in on-trade

The rise of alcohol-free beers

Low carb beers come into vogue

PROSPECTS AND OPPORTUNITIES

Border re-opening timelines to influence on-trade recovery

Health and wellness to remain a key trend

Premium preferences and 'buy local' trends to shape category in forecast period

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

Table 18 Number of Breweries 2016-2021

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2016-2021

Table 20 Sales of Beer by Category: Total Value 2016-2021

Table 21 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 22 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 27 □Sales of Beer by Craft vs Standard 2016-2021

Table 28 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 29 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 30 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 31 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 32 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 33 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 34 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

WINE IN NEW ZEALAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Rose is the standout performer within still wines

Canned wine on the rise in New Zealand

Champagne recovers from supply chain disruptions

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PROSPECTS AND OPPORTUNITIES

Smaller harvests likely to increase wine prices

Zero alcohol likely to drive wine innovation

Border re-opening will support on-trade wine recovery

CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2016-2021

Table 36 Sales of Wine by Category: Total Value 2016-2021

Table 37 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 38 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 50 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 51 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 52 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 59 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 60 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 61 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 62 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

SPIRITS IN NEW ZEALAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Small bounce back in spirits on-trade sales but pre-pandemic levels yet to be reached

The rise of the home bartender

Craft trends driving segmentation in gin as volume sales soar

PROSPECTS AND OPPORTUNITIES

Rum poised for growth as craft brands expand

E-commerce expected to drive retail volume and value growth in forecast period

Future opportunities for zero alcohol spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2021

CATEGORY DATA

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Table 63 Sales of Spirits by Category: Total Volume 2016-2021
Table 64 Sales of Spirits by Category: Total Value 2016-2021
Table 65 Sales of Spirits by Category: % Total Volume Growth 2016-2021
Table 66 Sales of Spirits by Category: % Total Value Growth 2016-2021
Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021
Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021
Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021
Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021
Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021
Table 72 □Sales of White Rum by Price Platform: % Total Volume 2016-2021
Table 73 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021
Table 74 □Sales of English Gin by Price Platform: % Total Volume 2016-2021
Table 75 □Sales of Vodka by Price Platform: % Total Volume 2016-2021
Table 76 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021
Table 77 □GBO Company Shares of Spirits: % Total Volume 2017-2021
Table 78 □NBO Company Shares of Spirits: % Total Volume 2017-2021
Table 79 □LBN Brand Shares of Spirits: % Total Volume 2018-2021
Table 80 □Forecast Sales of Spirits by Category: Total Volume 2021-2026
Table 81 □Forecast Sales of Spirits by Category: Total Value 2021-2026
Table 82 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026
Table 83 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CIDER/PERRY IN NEW ZEALAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 hangover for cider/perry

Increasing competition being felt from competing spirit based RTDs

Innovation pipelines remain strong in cider/perry

PROSPECTS AND OPPORTUNITIES

Border re-opening will have positive impact for on-trade recovery

Off-trade volume sales expected to bounce back

Strong shelf positioning key when it comes to cider/perry

CATEGORY DATA

Table 84 Sales of Cider/Perry: Total Volume 2016-2021
Table 85 Sales of Cider/Perry: Total Value 2016-2021
Table 86 Sales of Cider/Perry: % Total Volume Growth 2016-2021
Table 87 Sales of Cider/Perry: % Total Value Growth 2016-2021
Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021
Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021
Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021
Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021
Table 92 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021
Table 93 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021
Table 94 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021
Table 95 □Forecast Sales of Cider/Perry: Total Volume 2021-2026
Table 96 □Forecast Sales of Cider/Perry: Total Value 2021-2026
Table 97 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026
Table 98 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

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RTDS IN NEW ZEALAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Category has evolved from sugar filled bottles to healthier cans

Pal's at the forefront of RTD category

Part Time Rangers acquired by Brown-Forman

PROSPECTS AND OPPORTUNITIES

Strong growth prospects but category is increasingly crowded

Health and wellness preferences to drive growth in RTDs

Mainstream spirits brands expected to focus on RTDs

CATEGORY DATA

Table 99 Sales of RTDs by Category: Total Volume 2016-2021

Table 100 Sales of RTDs by Category: Total Value 2016-2021

Table 101 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 102 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 103 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 104 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 105 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 106 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 107 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 108 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 109 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 110 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 111 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 112 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 113 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

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