

Spirits in New Zealand

Market Direction | 2022-08-08 | 34 pages | Euromonitor

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Report description:

The spirits category has performed well despite the turmoil caused by the COVID-19 pandemic with a surge in home consumption keeping spirits manufacturers on their toes. The rise of the home bartender and the increasing availability and accessibility of craft spirits through online retailers saw off-trade volume sales continue to grow at a pace in 2021. By contrast, the performance of the on-trade was more subdued due to the notable absence of foreign tourists as borders remained closed. However...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN NEW ZEALAND

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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

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ALCOHOLIC DRINKS IN NEW ZEALAND

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