

## **Wine in New Zealand**

Market Direction | 2022-08-08 | 35 pages | Euromonitor

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### **Report description:**

New Zealand has long had a strong affinity for Sauvignon Blanc, with the country having built up a strong reputation internationally as one of the leading producers of the variety and this has led to it being the dominant variety of still wine sold domestically. However, in recent years the standout performer has been still rose wine, which has garnered a reputation as 'summer in a glass' - the perfect accompaniment to balmy summer BBQs and long lunches - and a crowd-pleasing wine that delivers...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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## SOURCES

### Summary 2 Research Sources

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