

Alcoholic Drinks in New Zealand

Market Direction | 2023-06-26 | 72 pages | Euromonitor

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Report description:

The COVID-19 pandemic had a significant impact on on-trade sales of alcoholic drinks in New Zealand, with lockdowns and restrictions limiting the trading ability of on-trade outlets. Although the country has moved on from the pandemic and reopened its borders to tourists earlier than expected, the recovery in on-trade sales has been moderate and has not yet fully reached pre-COVID-19 levels. The delayed reopening of borders compared to other international markets, such as Australia, created a ce...

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 (2018-2022), 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 2027 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.

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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 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

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Table 14 ☐Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 15 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 16 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premiumisation takes hold once again

Millennials drive growth in better-for-you beer

On-trade channel bounces back, but COVID-19 hangover prevents full recovery

PROSPECTS AND OPPORTUNITIES

CO2 shortage impacts local supply

Rising costs to drive further unit price growth

High levels of innovation expected to drive volume growth

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 Lager by Price Band 2022

Table 17 Number of Breweries 2017-2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 ☐Sales of Beer by Craft vs Standard 2017-2022

Table 27 ☐GBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 ☐NBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 ☐LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 30 ☐Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 31 ☐Forecast Sales of Beer by Category: Total Value 2022-2027

Table 32 ☐Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 33 ☐Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Value sales grow despite volume decline as rising costs are passed onto consumers

Champagne shines as a top performer

On-trade channel bounces back, but COVID-19 hangover prevents full recovery

PROSPECTS AND OPPORTUNITIES

Strong growth expected for non-alcoholic wines

Rising costs to drive further unit price growth

Improved harvest yield replenishes local wine stocks

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CATEGORY DATA

Table 34 Sales of Wine by Category: Total Volume 2017-2022

Table 35 Sales of Wine by Category: Total Value 2017-2022

Table 36 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 37 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 43 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022

Table 44 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 45 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 46 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 47 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 48 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 49 □GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 50 □NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 51 □LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 52 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 53 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 54 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 55 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 56 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 57 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 58 □Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 59 □Forecast Sales of Wine by Category: Total Value 2022-2027

Table 60 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 61 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness trend boosts demand for non/low alcoholic drinks

Burgeoning interest in Mexican cuisine and culture benefits tequila (and mezcal) sales

International supply chain disruptions create opportunities for local craft brands

PROSPECTS AND OPPORTUNITIES

Increasing competition expected from RTDs

Growth opportunities for craft rum

Non-alcoholic spirits sales currently negligible, but expected to grow

CATEGORY BACKGROUND

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

Summary 5 Benchmark Brands 2022

CATEGORY DATA

Table 62 Sales of Spirits by Category: Total Volume 2017-2022

Table 63 Sales of Spirits by Category: Total Value 2017-2022

Table 64 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 65 Sales of Spirits by Category: % Total Value Growth 2017-2022

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Table 66 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022
 Table 67 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022
 Table 68 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022
 Table 69 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022
 Table 70 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022
 Table 71 □Sales of White Rum by Price Platform: % Total Volume 2017-2022
 Table 72 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022
 Table 73 □Sales of English Gin by Price Platform: % Total Volume 2017-2022
 Table 74 □Sales of Vodka by Price Platform: % Total Volume 2017-2022
 Table 75 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022
 Table 76 □GBO Company Shares of Spirits: % Total Volume 2018-2022
 Table 77 □NBO Company Shares of Spirits: % Total Volume 2018-2022
 Table 78 □LBN Brand Shares of Spirits: % Total Volume 2019-2022
 Table 79 □Forecast Sales of Spirits by Category: Total Volume 2022-2027
 Table 80 □Forecast Sales of Spirits by Category: Total Value 2022-2027
 Table 81 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027
 Table 82 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Competition from spirit-based RTDs stunts growth
 Strong growth in demand for non-alcoholic cider despite lack of options
 On-trade channel bounces back, but COVID-19 hangover prevents full recovery

PROSPECTS AND OPPORTUNITIES

Non-alcoholic cider/perry: A catalyst for new product development activity
 CO2 shortage disrupts local supply
 Competition spurs innovation in cider/perry

CATEGORY DATA

Table 83 Sales of Cider/Perry: Total Volume 2017-2022
 Table 84 Sales of Cider/Perry: Total Value 2017-2022
 Table 85 Sales of Cider/Perry: % Total Volume Growth 2017-2022
 Table 86 Sales of Cider/Perry: % Total Value Growth 2017-2022
 Table 87 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022
 Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022
 Table 89 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022
 Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022
 Table 91 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022
 Table 92 □NBO Company Shares of Cider/Perry: % Total Volume 2018-2022
 Table 93 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022
 Table 94 □Forecast Sales of Cider/Perry: Total Volume 2022-2027
 Table 95 □Forecast Sales of Cider/Perry: Total Value 2022-2027
 Table 96 □Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027
 Table 97 □Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness drive ongoing resurgence in RTDs

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Non-spirit alcohol brands enter the RTDs area

All Blacks players launch RTD brand, garner attention from advertising watchdogs

PROSPECTS AND OPPORTUNITIES

Health and wellness preferences to drive growth, but new brand growth expected to slow

Non-alcoholic segment offers potential for NPD activity

CO2 shortage impacts local supply

CATEGORY DATA

Table 98 Sales of RTDs by Category: Total Volume 2017-2022

Table 99 Sales of RTDs by Category: Total Value 2017-2022

Table 100 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 101 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 102 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 103 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 104 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 105 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 106 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 107 □NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 108 □LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 109 □Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 110 □Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 111 □Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 112 □Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

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