

Beer in New Zealand

Market Direction | 2023-06-26 | 30 pages | Euromonitor

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Report description:

As New Zealand emerges from the COVID-19 pandemic, the performance of beer was characterised by strong growth in two key categories - ales and non-alcoholic beers, with both categories recording double digit growth. With the categories operating at different ends of the preference spectrum, they seem to be odd bedfellows - at one end there is the non-alcoholic segment and at the other end is typically higher strength beers, leaving a hole in the middle that reflects the types of beer that New Ze...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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Euromonitor International
June 2023

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