

## **Spirits in New Zealand**

Market Direction | 2023-06-26 | 31 pages | Euromonitor

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### **Report description:**

The health and wellness trend seen globally and in New Zealand, particularly amongst millennial consumers, has been influencing demand for 'better-for-you' drinks, such as zero-alcohol beers, lighter wines, low-alcohol seltzers, and lower carb and sugar options, creating increased competition for spirits and impacting volume growth in 2022. In addition to this, trends like premiumisation are about choosing a quality drink that may cost a little more, such as a premium or craft beer, a fine wine,...

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 (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: 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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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

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