

Wine in New Zealand

Market Direction | 2023-06-26 | 33 pages | Euromonitor

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Report description:

As the country emerged from the COVID-19 pandemic, the wine industry found itself at cross-roads. With wine being quite a mature category, strong innovation in spirit-based RTDs has created strong competition for wine, with RTDs positioned as low-calorie alternatives to other alcoholic drinks and appealing to women who have traditionally been one of the core demographics. Compounding this further is the increasing costs being faced by players in the wine industry, with international supply chain...

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 (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: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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Champagne shines as a top performer

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

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