

## **Alcoholic Drinks in New Zealand**

Market Direction | 2024-07-04 | 75 pages | Euromonitor

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### **Report description:**

Overall, New Zealand's alcoholic drinks industry faced significant challenges during 2023 with the rising cost of production and inflation having a huge impact on consumer spending habits. Many consumers have cut all non-essential spending due to the rising cost of living, with many forced to spend less money on alcoholic drinks due to tightened household budgets. From the perspective of manufacturers, the higher production costs have meant having to choose between passing cost increases onto th...

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 (2019-2023), 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 2028 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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Euromonitor International  
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