

## **Spirits in New Zealand**

Market Direction | 2024-07-04 | 32 pages | Euromonitor

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### **Report description:**

Prior to the onset of the COVID-19 pandemic, spirits in New Zealand was riding a wave of positive growth, with premiumisation and the craft trend the primary drivers of growth in the category. During 2020, at the peak of the pandemic, retail sales increased significantly as the home bartender trend influenced the category at a time when consumers were confined to their homes due to strict quarantine lockdowns and the prohibition on international travel, which meant that many consumers had extra...

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 (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: 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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Euromonitor International  
July 2024

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