

Asian Speciality Drinks in New Zealand

Market Direction | 2024-11-14 | 26 pages | Euromonitor

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Report description:

Asian speciality beverages, once confined mainly to small Asian grocery stores, have increasingly found their way onto the shelves of mainstream grocery retailers across New Zealand in 2024. Traditionally, the category had a steady consumer base primarily composed of New Zealand's substantial Asian population. However, in recent years, the appeal of these drinks has expanded beyond this demographic. Major retail chains like New World and Countdown now feature a range of these products in their i...

Euromonitor International's Asian Speciality 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Asian Speciality 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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Table of Contents:

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List Of Contents And Tables

ASIAN SPECIALITY DRINKS IN NEW ZEALAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Asian speciality drinks sees growth from mainstream channels

Strong Asian migration helps to restore growth in the category

PROSPECTS AND OPPORTUNITIES

Cultural events and festivals offer opportunities to increase customer base

Growing health consciousness likely to support consumption

CATEGORY DATA

Table 1 Off-trade Sales of Asian Speciality Drinks: Volume 2019-2024

Table 2 Off-trade Sales of Asian Speciality Drinks: Value 2019-2024

Table 3 Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Asian Speciality Drinks: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of Asian Speciality Drinks: Value 2024-2029

Table 11 □Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2024-2029

SOFT DRINKS IN NEW ZEALAND

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 35	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 36	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in New Zealand

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SOURCES

Summary 1 Research Sources

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