

Soft Drinks in New Zealand

Market Direction | 2024-11-14 | 91 pages | Euromonitor

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Report description:

Over the course of 2022-2023, inflation rates in New Zealand surged past 7%, as the country dealt with supply chain disruptions, infrastructure challenges, and the aftereffects of the Reserve Bank of New Zealand's (RBNZ) decision to reduce the Official Cash Rate (OCR) to record lows during the COVID-19 pandemic. This decision, combined with the government's fiscal stimulus measures - including wage subsidies - exacerbated the pressure on inflation. In response, the RBNZ raised the OCR from 0.25%...

Euromonitor International's Soft 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.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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.

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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