



Euromonitor
International

Wine in New Zealand

August 2026

Table of Contents

Wine in New Zealand - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Premium Bottle Launches Drive Value Gains as Buyers Trade up

Still Light Grape Wine Retains Lead as Alcohol-Free Options Accelerate

Giesen Captures Sober-Curious Buyers with Alcohol-Free Innovation

Chart 2 - Giesen Launches 0% Spritz in New Zealand, Catering to Mindful Wine Drinkers

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Supermarkets Respond to Value Focus with Diverse Pricing and Formats

Lightweight Glass and Automation Reshape Retail Partnerships and Margins

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Value Brands Capture Cautious Buyers as Premium Growth Slows

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Capture Value-Focused Shoppers with Mainstream Brands

Online Curation Platforms Win Premium and Subscription-Driven Buyers

ECONOMIC CONTEXT

Chart 9 - Economic Context for Wine

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Wine

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in New Zealand - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Moderation and At-Home Consumption Curb Volume Sales
Rtds Outperform as Innovation and Convenience Win Consumer Interest
Zeffer 0% and Free Af?Drinks Attract Health-Focused Consumers with No-Alcohol Innovation
Chart 16 - Volume Sales 2020-2030
Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Health-Led and Mindful Product Options Expand as Demand for Moderation Rises
Pal'S and White Claw Sustain Rtds Growth as Beer Volume Declines
Supermarkets and Convenience Stores Gain Share as At-Home Occasions Rise
Chart 18 - Forecast Volume Sales 2020-2030
Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst insight for Alcoholic Drinks
Lion - Beer, Wine & Spirits (Nz)And Db Breweries Lose Ground as Rtd Innovators Accelerate Share
Chart 21 - Company Shares 2025
Chart 22 - Brand Shares 2025

CHANNELS

Licensed Bottle Stores Extend Lead as At-Home Drinking Rises
Liquorland Online and Farro Fresh Drive Online Sales with Curated Ranges

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

PRODUCTS

Coca-Cola Oceania and Zeffer Expand Wellness and Convenience with New Launches
Free Af and Pal's Gain Share by Targeting Mindful Drinkers

ECONOMIC CONTEXT

Chart 23 - Economic Context for Alcoholic Drinks
Chart 24 - Real Gdp Growth 2020-2030
Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Alcoholic Drinks
Chart 27 - Population 2020-2030
Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-new-zealand/report.