Euromonitor International

Energy Drinks in New Zealand

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Energy Drinks in New Zealand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks achieves double-digit volume growth, thanks sustained new product development and category repositioning

INDUSTRY PERFORMANCE

New product launches fragment the category to address different needs
Reduced sugar energy drinks align with overall sugar moderation trend

WHAT'S NEXT?

Energy drinks set for sustained volume growth over the forecast period, supported by lifestyle-led expansion
Health and wellness-led innovation will continue to expand energy drinks' uses
Digital-first convenience to anchor repeat-led growth for energy drinks

COMPETITIVE LANDSCAPE

V maintains lead over Red Bull, while Red Bull engages in strong brand activity, and Coca-Cola benefits from its overall portfolio
The Musashi bus attracts attention with its LED display to showcase the Energy Amplified brand line

CHANNELS

Supermarkets drive energy drinks sales, reinforced by scale, value-led promotions and digital reach
Growth further supported by digitisation strategies and loyalty-linked offers

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Soft Drinks in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Volume sales see an uptick thanks to stabilising economic factors

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness trends become the defining structural driver of soft drinks in New Zealand
Flavour innovation remains a critical driver of differentiation in soft drinks
Sustainability trends continue to rise across New Zealand's soft drinks market

WHAT'S NEXT?

An ongoing positive performance driven by an improving economy and health-led trends
Future innovations will be backed by science-led claims

Distribution will become more strategic over the forecast period

COMPETITIVE LANDSCAPE

Coca-Cola Amatil (NZ) Ltd maintains its overall company lead thanks to myriad strengths
Allpress Espresso benefits from translation café-style coffee into a RTD offer

CHANNELS

Supermarkets maintains leading distribution channel place
Warehouse clubs and retail e-commerce continue to grow
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