

Rtds in New Zealand

June 2023

Table of Contents

Rtds in New Zealand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness drive ongoing resurgence in RTDs Non-spirit alcohol brands enter the RTDs area All Blacks players launch RTD brand, garner attention from advertising watchdogs

PROSPECTS AND OPPORTUNITIES

Health and wellness preferences to drive growth, but new brand growth expected to slow Non-alcoholic segment offers potential for NPD activity CO2 shortage impacts local supply

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2017-2022
Table 2 - Sales of RTDs by Category: Total Value 2017-2022
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2017-2022
Table 4 - Sales of RTDs by Category: % Total Value Growth 2017-2022
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - GBO Company Shares of RTDs: % Total Volume 2018-2022
Table 10 - NBO Company Shares of RTDs: % Total Volume 2018-2022
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2019-2022
Table 12 - Forecast Sales of RTDs by Category: Total Volume 2022-2027
Table 13 - Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Alcoholic Drinks in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Summary 1 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade Duty free Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 25 - GBO Company Shares of Alcoholic Drinks by Format: % Total Volume 2018-2022
Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 27 - Distribution of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 29 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume 2022-2027
Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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/rtds-in-new-zealand/report.