

Carbonates in New Zealand

December 2022

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Carbonates in New Zealand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Housebound New Zealanders drive off-trade consumption of carbonates
Rising health-consciousness amongst consumers drives migration to reduced sugar carbonates
On-trade consumption of carbonates begins to recover as the pandemic eases

PROSPECTS AND OPPORTUNITIES

Health-conscious younger consumers less likely to purchase sugary carbonates
Off-trade volume growth of tonic water/bitters/other mixers to be minimal as New Zealanders drink less alcohol
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