

# Concentrates in New Zealand

December 2022

Table of Contents

## Concentrates in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The convenience of concentrates provides a boost to growth during the pandemic

New Zealanders treat themselves with caramel concentrates and bubble tea kits

Concentrates experiences premiumisation, increasing its appeal to adults

#### PROSPECTS AND OPPORTUNITIES

Liquid concentrates expected to grow as adults continue to treat themselves

Pandemic boost for powder concentrates only temporary, with decline expected in the forecast period

The at-home convenience offered by concentrates will be less of an advantage post-pandemic

#### CATEGORY DATA

Concentrates conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 3 - Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

## Soft Drinks in New Zealand - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

### MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2017-2022  
Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022  
Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022  
Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022  
Table 30 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022  
Table 31 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022  
Table 32 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022  
Table 33 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022  
Table 34 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022  
Table 35 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022  
Table 36 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022  
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027  
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027  
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027  
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027  
Table 42 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027  
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027  
Table 44 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027  
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027  
Table 46 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027  
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in New Zealand -Trends

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## SOURCES

Summary 2 - Research Sources

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