



Euromonitor
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Wine in New Zealand

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine sees a downturn amidst cost-of-living and supply pressures and changing consumer preferences
Wine is increasingly fragmented and segmented, while the national carrier launches its own wine label
Supermarkets remains the leading channel for wine

PROSPECTS AND OPPORTUNITIES

Wine is expected to bounce back, but headwinds remain
Sustainability considerations to grow in importance
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Alcoholic Drinks in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail 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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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Cross-border/private imports

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