



Wine in New Zealand

July 2024

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Wine in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall consumption of wine in New Zealand continues to decline
On-trade growth stagnant amidst inflation and reduced spending on drinks
Low alcohol content important for younger consumers amidst changing lifestyles

PROSPECTS AND OPPORTUNITIES

Sustainability in greater focus with conscious consumption on the rise
Wine set to record static volume growth amidst a changing consumer landscape
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Alcoholic Drinks in New Zealand - Industry Overview

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Competitive landscape
Retailing developments

On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
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