

# **Concentrates in New Zealand**

November 2024

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#### Concentrates in New Zealand - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Lack of dynamism impacts powdered concentrates Downtrading to private label in response to cost-of-living pressures Barkers of Geraldine expand into non-traditional adjacencies

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends expected to gain traction with economic recovery Digital engagement as a key growth driver for local brands Economic recovery presents opportunities for local craft and artisanal brands

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