



Euromonitor
International

Spirits in New Zealand

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures drive down volume sales

Strong players drive spirits

Regulatory constraints see food/drink/tobacco specialists dominate distribution

PROSPECTS AND OPPORTUNITIES

Volume sales are set to rebound, but a full recovery is unlikely in the forecast period

Economic recovery offers opportunities for the emerging local whisky offer

Incorporating local culture into local products

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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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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DISCLAIMER

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