



Euromonitor
International

Cider/Perry in New Zealand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Changing attitudes towards alcohol drives a decline in cider/perry
DB Breweries continues to evolve to pique the interest of local consumers
Supermarkets is an increasingly popular channel for cider/perry

PROSPECTS AND OPPORTUNITIES

Improving economic conditions to spur a return to total volume growth
Local cider players to take inspiration from wine to create premium points of difference
Focus on alcohol-free offerings is expected

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Alcoholic Drinks in New Zealand - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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

TAXATION AND DUTY LEVIES

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DISCLAIMER

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