



Euromonitor
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Rtds in New Zealand

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs is not immune from the effects of the economic downturn
White Claw launches to challenge local star Pal's
Regulation limits distribution outside of food/drink/tobacco specialists

PROSPECTS AND OPPORTUNITIES

RTDs is set to rebound but not reach review period highs
Fragmented competitive landscape is primed for consolidation
RTD cocktail kits may add dynamism to the category

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Alcoholic Drinks in New Zealand - Industry Overview

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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

Duty free

Cross-border/private imports

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DISCLAIMER

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