



Euromonitor  
International

# Wine in New Zealand

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine sees a downturn amidst cost-of-living and supply pressures and changing consumer preferences  
Wine is increasingly fragmented and segmented, while the national carrier launches its own wine label  
Supermarkets remains the leading channel for wine

PROSPECTS AND OPPORTUNITIES

Wine is expected to bounce back, but headwinds remain  
Sustainability considerations to grow in importance  
Innovation potential lies in non/low alcohol wine

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EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture  
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  
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## SOURCES

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