



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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- 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

Cross-border/private imports

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DISCLAIMER

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