



Spirits in New Zealand

June 2023

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Spirits in New Zealand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness trend boosts demand for non/low alcoholic drinks
Burgeoning interest in Mexican cuisine and culture benefits tequila (and mezcal) sales
International supply chain disruptions create opportunities for local craft brands

PROSPECTS AND OPPORTUNITIES

Increasing competition expected from RTDs
Growth opportunities for craft rum
Non-alcoholic spirits sales currently negligible, but expected to grow

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in New Zealand - Industry Overview

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Legislation
Legal purchasing age and legal drinking age

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