



# Spirits in New Zealand

July 2024

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## Spirits in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spirits returns to positive volume growth despite increased competition from RTDs

Health and wellness and economic pressures drive shifts in preferences

Beam/Frucor merger creates new entity Frucor Oceania

#### PROSPECTS AND OPPORTUNITIES

Weaker volume growth expected as economic pressures ease

Spirits brands set to continue focusing on RTDs as consumer preferences shift

Non-alcoholic spirits sales currently negligible, but expected to grow

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