

# Cider/Perry in New Zealand

July 2024

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## Cider/Perry in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cider/perry volume sales begin to recover after COVID hangover in 2021 and 2022

CO2 shortage impacts local supply, drives volume decline

Cyclone Gabriel damage has a negative impact on the supply of cider/perry

#### PROSPECTS AND OPPORTUNITIES

Cider/perry volume sales expected to grow as economy recovers

Unit price growth expected to ease as supply chain disruptions are resolved

Health and wellness-based innovation key for cider/perry to compete with RTDs

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