



# Wine in New Zealand

July 2024

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## Wine in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Overall consumption of wine in New Zealand continues to decline  
On-trade growth stagnant amidst inflation and reduced spending on drinks  
Low alcohol content important for younger consumers amidst changing lifestyles

#### PROSPECTS AND OPPORTUNITIES

Sustainability in greater focus with conscious consumption on the rise  
Wine set to record static volume growth amidst a changing consumer landscape  
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## Alcoholic Drinks in New Zealand - Industry Overview

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On-trade vs off-trade split  
What next for alcoholic drinks?

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Legal purchasing age and legal drinking age  
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