

# DB Breweries Ltd in Alcoholic Drinks (New Zealand)

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## Abstracts

DB Breweries Ltd's strategic direction over the forecast period is expected to focus on two key areas within beer: low ABV beers; and craft beers. Consumer preferences are shifting toward these areas, and DB is set to look to continue to maintain its presence as a leader in these areas, with strong new product development activity expected over the forecast period

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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