

# Energy Drinks in New Zealand

<https://marketpublishers.com/r/E3A2EB74AFFEN.html>

Date: December 2023

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: E3A2EB74AFFEN

## Abstracts

Similarly to other soft drinks categories, energy drinks value sales growth was spurred by broader inflationary pressures in 2023. However, energy drinks also continued to see a notable rise in volume sales during the year. Indeed, the category maintained rising volume sales throughout the review period. Although many aspects of the New Zealand lifestyle were interrupted by the pandemic, including the consumption occasions associated with other categories, this was not the case with energy drink...

Euromonitor International's Energy Drinks in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

Get a detailed picture of the Energy Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Energy Drinks in New Zealand  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

ENERGY DRINKS IN NEW ZEALAND  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumers feeling cost of living pressure amidst high rate of inflation  
V launches new flavour and packaging  
As online popularity grows, Prime Energy finds itself banned in New Zealand

### PROSPECTS AND OPPORTUNITIES

Reduced sugar energy drinks to increase in importance  
Early stages of forecast period set to be impacted by weak economic conditions  
New flavours to remain an important focus of innovation

### CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023  
Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023  
Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023  
Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023  
Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023  
Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023  
Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023  
Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028  
Table 10 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028  
Table 11 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028  
Table 12 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

### SOFT DRINKS IN NEW ZEALAND

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

## MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value  
2023-2028

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value  
Growth 2023-2028

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume  
2023-2028

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth  
2023-2028

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth  
2023-2028

Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth  
2023-2028

APPENDIX

Fountain sales in New Zealand

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Energy Drinks in New Zealand

Product link: <https://marketpublishers.com/r/E3A2EB74AFFEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E3A2EB74AFFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970