

# Beer & Cider in New Zealand

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## Abstracts

Beer & Cider in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The beer & cider market includes the retail sales of beer and cider beverages. By type, the market is segmented into beers and ciders. Beers are alcoholic drinks made by brewing and fermenting a mixture of cereal grains, hops, water, and yeast. Ciders are fermented beverages made from fruit juice, usually apple juice.

The New Zealand beer & cider market recorded revenues of \$2,698.5 million in 2024, representing a compound annual growth rate (CAGR) of 1.2% between 2019-24.

Market consumption volumes declined with a negative CAGR of 0.3% between 2019-24, reaching a total of 305.4 million liters in 2024.

The slow growth of the New Zealand beer & cider market during 2019-24 can be attributed to consumers becoming more health-conscious and reducing overall alcohol consumption

### Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the beer & cider market in New Zealand

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the beer & cider market in New Zealand

Leading company profiles reveal details of key beer & cider market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the New Zealand beer & cider market with five year forecasts

## **Reasons to Buy**

What was the size of the New Zealand beer & cider market by value in 2024?

What will be the size of the New Zealand beer & cider market in 2029?

What factors are affecting the strength of competition in the New Zealand beer & cider market?

How has the market performed over the last five years?

What are the main segments that make up New Zealand's beer & cider market?

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