

# Dairy in New Zealand

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## Abstracts

### Dairy in New Zealand

#### Summary

Dairy in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The dairy market consists of retail sales of butter & spreadable fats, cheese, cream, dairy-based & soy-based desserts, drinkable yogurt, milk, soymilk & soy drinks, yogurt and fromage frais & quark. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.

The New Zealand Dairy market had total revenues of \$1,446.5 million in 2023, representing a compound annual growth rate (CAGR) of 5.5% between 2018 and 2023.

Market consumption volume increased with a CAGR of 0.7% between 2018 and 2023, to reach a total of 411.8 million kilograms in 2023.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 1.7% for the five-year period 2023 %li%2028, which is expected to drive the market to a value of \$1,575.6 million by the end

of 2028.

## Scope

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

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

Leading company profiles reveal details of key dairy market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the New Zealand dairy market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the New Zealand dairy market by value in 2023?

What will be the size of the New Zealand dairy market in 2028?

What factors are affecting the strength of competition in the New Zealand dairy market?

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