



Euromonitor
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Soft Drinks in New Zealand

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EXECUTIVE SUMMARY

Volume sales see an uptick thanks to stabilising economic factors

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INDUSTRY PERFORMANCE

Health and wellness trends become the defining structural driver of soft drinks in New Zealand

Flavour innovation remains a critical driver of differentiation in soft drinks

Sustainability trends continue to rise across New Zealand's soft drinks market

WHAT'S NEXT?

An ongoing positive performance driven by an improving economy and health-led trends

Future innovations will be backed by science-led claims

Distribution will become more strategic over the forecast period

COMPETITIVE LANDSCAPE

Coca-Cola Amatil (NZ) Ltd maintains its overall company lead thanks to myriad strengths

Allpress Espresso benefits from translation café-style coffee into a RTD offer

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Bottled water sees a return to low volume growth, reflecting stabilising demand

INDUSTRY PERFORMANCE

Bottled water sales led by sparkling flavour innovations and value-driven hydration

Functional and sparkling flavoured bottled water attract consumer attention, competing with sports drinks and carbonates

WHAT'S NEXT?

Bottled water sales set to rise over the forecast period, with functional and sparkling flavoured options remaining popular

Digital and technology adoption to underpin efficiency, sustainability and on-the-go occasions

Health and wellness trends will drive growth through functional upgrades and everyday hydration

COMPETITIVE LANDSCAPE

Coca-Cola maintains its leadership over NZ Drinks due to strength of its overall portfolio

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Players attract attention with innovations in products and formats

Reduced sugar options align with overarching health and wellness trends

WHAT'S NEXT?

Carbonates set for measured volume growth as economic pressures ease

Health and wellness trends will drive innovation and sales

Sustainability set to become a structural driver of competitiveness in New Zealand carbonates

COMPETITIVE LANDSCAPE

Coca-Cola maintains leadership in carbonates through local scale, channel execution, and disciplined innovation

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INDUSTRY PERFORMANCE

Innovation in liquid concentrates aims to expand adult-led consumption occasions

Liquid concentrates manages to stay in a marginally positive performance

WHAT'S NEXT?

Concentrates expected to return to low positive volume growth, reflecting a widening range of consumption occasions

Health and wellness to structurally reshape concentrates demand, shifting growth toward low-sugar utility and at-home versatility

Sustainability trends to reinforce concentrates' relevance as an efficient, low-waste beverage format

COMPETITIVE LANDSCAPE

Barker Fruit Processors maintains lead through premium scale and capacity investment

Six Barrel Soda Co drives growth via craft-led expansion and operational reset

CHANNELS

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INDUSTRY PERFORMANCE

Innovations focus on low-sugar, organic, and functional attributes

Juice drinks show the strongest growth, benefitting from lower prices and new product developments

WHAT'S NEXT?

Juice sales expected to gradually decline over the forecast period

Not from concentrate 100% juice offers may become more popular

Opportunities continue for coconut water, due to low category maturity

COMPETITIVE LANDSCAPE

Frucor Suntory maintains its lead thanks to strength of overall portfolio and local production capabilities
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[RTD Coffee in New Zealand](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee maintains double-digit growth, supported by new product innovation and wider availability

INDUSTRY PERFORMANCE

Volume sales driven by RTD coffee being cheaper than café coffee, with premiumisation supporting value growth
Local innovation polarises around two clear strategies

WHAT'S NEXT?

RTD coffee set for sustained expansion as iced formats embed all-day, on-the-go consumption
RTD coffee competition to intensify as brands sharpen their positioning and defend relevance against adjacent functional drinks
Health-led fortification to drive premium growth in RTD coffee as brands target energy, satiety and functional benefits

COMPETITIVE LANDSCAPE

Suntory Boss maintains robust leadership in RTD coffee, thanks to being the first to launch
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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

RTD tea benefits from health and wellness trends, albeit with competition from “better-for-you” categories

Carbonated RTD tea and kombucha meet demand for naturally positioned alternatives to carbonates

WHAT'S NEXT?

RTD teas set for modest growth, driven by carbonated formats while still tea remains niche

Matcha signals the next evolution of RTD tea, shifting growth toward café-led, wellness-driven relevance

RTD tea channel strategies to shift toward omnichannel discovery, premium signalling and digital-led trials

COMPETITIVE LANDSCAPE

Unilever benefits from long-standing presence of Lipton in still RTD tea

Smaller brands act as disruptors in RTD tea developments, supporting overall performance

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New product launches fragment the category to address different needs

Reduced sugar energy drinks align with overall sugar moderation trend

WHAT'S NEXT?

Energy drinks set for sustained volume growth over the forecast period, supported by lifestyle-led expansion

Health and wellness-led innovation will continue to expand energy drinks' uses

Digital-first convenience to anchor repeat-led growth for energy drinks

COMPETITIVE LANDSCAPE

V maintains lead over Red Bull, while Red Bull engages in strong brand activity, and Coca-Cola benefits from its overall portfolio

The Musashi bus attracts attention with its LED display to showcase the Energy Amplified brand line

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Clean-label, recovery-led sports drinks reshape the category beyond performance hydration

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Sports drinks shifts into a growth-stage lifestyle category, supported by broader penetration and health-led innovation

Digital retail execution strengthens visibility, conversion, and repeat purchasing for sports drinks

Health-led reformulation and cognitive functionality redefine sports drinks beyond performance hydration

COMPETITIVE LANDSCAPE

Coca-Cola maintains robust lead thanks to strong brand trust of Powerade

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INDUSTRY PERFORMANCE

Asian speciality drinks sales led by diaspora demand and Asian grocery expansion
Cultural crossovers and flavour-led trends expand the consumer audience

WHAT'S NEXT?

Asian speciality drinks to post steady, niche-led growth, driven by diaspora demand and flavour crossover rather than mainstream scale
Health-led innovation to drive selective penetration of Asian speciality drinks
Distribution expansion to unlock mainstream trials through Woolworths' international food strategy

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Asian speciality drinks remains fragmented, with growth driven by specialist retail and emerging brands rather than national leaders
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