



Euromonitor  
International

# RTD Coffee in New Zealand

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## RTD Coffee in New Zealand - Category analysis

### 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

Allpress Espresso benefits from leveraging its range as an extension of the café culture

#### CHANNELS

Supermarkets maintains strong distribution channel lead for RTD coffee

Retail e-commerce continues to develop from a relatively small base

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[Soft Drinks in New Zealand - Industry Overview](#)

### EXECUTIVE SUMMARY

Volume sales see an uptick thanks to stabilising economic factors

### KEY DATA FINDINGS

#### 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

## CHANNELS

Supermarkets maintains leading distribution channel place  
Warehouse clubs and retail e-commerce continue to grow  
Foodservice vs retail split  
Fountain sales in New Zealand

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-coffee-in-new-zealand/report](http://www.euromonitor.com/rtd-coffee-in-new-zealand/report).