



Juice in New Zealand

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice maintains low positive volume growth, supported by new product developments and health and wellness trends

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

Private label benefits from offering healthy juice options at affordable prices

CHANNELS

Supermarkets maintains dominant distribution channel lead for sales of juice

Retail e-commerce continues to grow, reflecting the ongoing rise of digital shopping

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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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