



Sports Drinks in New Zealand

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Sports Drinks in New Zealand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks benefit from widening consumption occasions

INDUSTRY PERFORMANCE

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

Reduced sugar sports drinks align with sugar moderation trends

WHAT'S NEXT?

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

Small new entrants disrupt sports drinks with new formulations to meet a wider range of needs

CHANNELS

Supermarkets anchor sports drinks distribution, thanks to enabling wide consumer reach

Forecourt retailers benefit from meeting on-the-go hydration needs

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Soft Drinks in New Zealand - Industry Overview

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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Supermarkets maintains leading distribution channel place

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