



Energy Drinks in New Zealand

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Energy Drinks in New Zealand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks achieves double-digit volume growth, thanks sustained new product development and category repositioning

INDUSTRY PERFORMANCE

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

CHANNELS

Supermarkets drive energy drinks sales, reinforced by scale, value-led promotions and digital reach

Growth further supported by digitisation strategies and loyalty-linked offers

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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

Warehouse clubs and retail e-commerce continue to grow

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