



Euromonitor
International

Asian Speciality Drinks in New Zealand

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Asian Speciality Drinks in New Zealand - Category analysis

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2025 DEVELOPMENTS

Sales of Asian speciality drinks return to positive growth, as the category continues to grow from an emergent base

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

COMPETITIVE LANDSCAPE

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

Chinese beverage brands gain increasingly availability via Asian grocery chains

CHANNELS

Local grocery stores drive Asian speciality drinks growth, leading distribution through speed to market, range, and community reach

Supermarkets and e-commerce continue to grow share

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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
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Fountain sales in New Zealand

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