



The Spirits Industry in Perspective

The New Zealand spirits industry is one of the three main alcohol sector participants the other two being the wine and beers sectors. Comparatively the spirits industry contributes the same if not less than these other sectors in terms of specific consumption measures.

Overall, the amount of alcohol consumed in New Zealand is falling on a per capita basis. For example in 2010 the average consumption (in litres of alcohol) for 15 years and more was 9.6 litres compared with 9.2 litres for the year ended 2013. In fact average alcohol consumption for 15+ year olds peaked in 1978 at over 12 litres per head and has been trending down ever since.

Alcohol Available for Consumption - total volume (millions of litres)

Category	YE Dec 13	YE Dec 12	YE Dec 11	% change
Spirits	71.2	74.9	74.7	-4.7
Wine	105.9	102.2	97.9	8.2
Beer	288.8	279.9	299.8	-3.7
Total	465.9	457.0	472.4	-1.4

Source: Statistics NZ

Alcohol Available for Consumption – litres of alcohol (millions of litres)

Category	YE Dec 13	YE Dec 12	YE Dec 11	% change
Spirits	9.6	9.8	9.7	-1.0
Wine	10.9	10.8	10.7	1.8
Beer	12.4	12.0	12.8	-3.1
Total	32.9	32.6	33.2	-1.0

Source: Statistics NZ

Alcohol Available for Consumption – litres of alcohol category percentage share

Category	YE Dec 13	YE Dec 12	YE Dec 11
Spirits	29.2	30.1	29.2
Wine	33.1	33.1	32.2
Beer	37.7	36.8	38.6

Source: Statistics NZ