**MMK368**

**BUSINESS MARKETING**

**MARKET ANALYSIS & TARGET MARKET STRATEGY**

**NEW ZEALAND**

**ALCOHOLIC DRINKS**

FULL NAME:

Student ID:

Word CountS

|  |  |
| --- | --- |
| Executive Summary  market analysis | words |
| TARGET MARKET STRATEGY | words |
| Total words | words |

# **Executive Summary**

The report focuses on the market analysis of the New Zealand alcoholic industry. APMC has to employ the best target market strategies to penetrate the New Zealand alcoholic industry. Findings from the market analysis reveal the best segments that can be targeted are those companies that manufacture beer and wine. The market analysis is explained in terms of market demand and market segmentation. Evaluation of the market demand helps APMC to determine the products demanded in the New Zealand market. This helps the marketing team to anticipate the new change in the market. Market segmentation provides the company with a pathway for APMC to packaging products and services to the market. Product-based segmentation is most effective as it provides a clear overview of what is demanded in the market and this makes it easier for the company to make marketing strategies. These companies make huge sales and partnering with them may transform the profitability of APMC. Some of the recommended marketing strategies range from the product (adding the value of the products), selection of the best distribution channel, pricing strategies (discounting), promotions, and personal selling. Effective adoption of the marketing strategies will help the company to gain a competitive advantage in an international market.

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# **Market Analysis**

The market analysis of industry allows investors with the required information concerning the anticipated returns, future demand, and the profits and risks involves in the market. The market analysis is done quantitatively using statistical data by looking at both the volume and value of the products that can be supplied in the market. Through market analysis, one can easily determine the strength, weaknesses, opportunities and threats that surround a market. A thorough market analysis impacts the decision made by the marketing team when introducing a new product in the market. The marketing analysis for the New Zealand alcoholic drinks market will cut across the market demand and market segmentation.

**Market Demand**

Demand for alcoholic drinks in New Zealand is high hence making it possible for APMC to gain large profits and big market share. Trends in the market demand for alcoholic drinks help in determining the most demanded alcoholic product in the country. Figure 1 shows the trends in the production of alcoholic drinks in New Zealand for the years 2016-2020. You can see from that chart that the volume in tones was fluctuating from one year to another. 2018 and 2019 shows a gradual increase in the volume of alcoholic drinks. However, there is a sharp decline for 2020 where the volume declines to 487000 tones. A decrease in the production and sale of alcoholic drinks suggests that the market demand for such products is too low. In other words, the demand went down due to economic and market disturbances which were caused by the impact of COVID 19. At this point, investors, the marketing team and other relevant stakeholders have an obligation of formulating strategies that will in long term increase the volume of alcoholic drinks produced in tonnes.

Figure 1: TRENDS IN THE TOTAL TONNES FOR THE ALCOHOLIC PRODUCTS IN NEW ZEALAND (2016- 2020)

Source: PASSPORT 2020

With a focus on the specific product, figure 2 shows that there was a sharp decline in the volume of spirits in 2020. Despite having an increasing trend in the production of spirit as presented in the graph, the volume declined from 10900 tonnes in 2019 to 10400 tonnes in 2020. Furthermore, from Figure 3, the company’s share market in tonnes was flattened curve in 2020 meaning that there were no active production activities. The wine production companies will only produce wine with respect to the general market demand.

From figure 5, we can ascertain that the products being demanded in the entire New Zealand alcoholic market comprise wine, spirit, beer, Cider/perry, and RTDs. The projected profit shows that the industry will be making more profits from 2020- 2025 as forecasted in the chart. However, huge profits will be generated by wine and beer hence leading to a conclusion that the alcoholic industry in this country has a high demand for wine and beer. A business that wants to penetrate this market must focus on the supply of wine and beer as these are highly demanded in the market.

FIGURE 2: TRENDS IN THE TOTAL PRODUCTION OF SPIRITS IN NEW ZEALAND (2016-2020)

Figure 3: COMPANY SHARE ACTUALS OF WINE

FIGURE 4:PROJECT PROFIT CALCULATION USING VARIOUS WHAT-IF SCENARIOS FOR DIFFERENT PROFIT/MARKET SHARE COMBINATIONS.

Source: PASSPORT 2020

## **Market Segmenting**

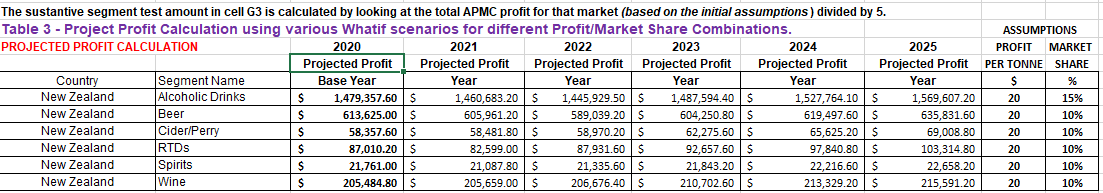
The market is segmented to help businesses in identifying the best product and reliable customers for their business. Therefore, a market can be segmented into different segments based on the products available in the market and customers willing to buy and use the goods. Through market segmentation, we will be in a position to divide the alcoholic customers in New Zealand into different target groups based on their characteristics, product needs, and geographical location. The market segmentation of the New Zealand alcoholic drinks market can be analyzed as follows.

**Product Based Segmenting**

The New Zealand alcoholic products can be segmented into spirits, wine, beer, cider/ perry and RTDs as seen in figure 5. We have different customers which demand products based on the above-mentioned products hence making is it easier for an investor to segment the market. Trends in the profits generated from each segment help locate the viable segment in the market. For instance, from figure 5, we can conclude that the best market segment for the New Zealand alcoholic market is the wine and beer segments. They are forecasted to generate more profits as compared to other product segments in the market.

From table 1, the market share for each segment is 10% and the projected profit per tonne is $20 meaning that both products have equal opportunities in the market. However, the projected profit for wine and beer in 2025 stands at $213329.20, and $635831.60 respectively making them dominate the market.

Table 1: PROJECTED PROFIT FROM THE MARKET SEGMENTS-PRODUCT SEGMENTING (2020-2025



Moreover, based on the substantive segment test as presented in table 2, the APMC profits generated by beer and wine pass the test. The test is set at $292136.64 which is the average expected profit from the alcoholic brands. The APMC profits for Cider/ Perry, RTDs, and spirits are lower hat the test hence making them not to be inferior product segments in the market.

Table 2: SUBSTANTIVE SEGMENT TEST

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **New Zealand** | **Tonnes in the segment - 2020 Data** | **APMC 'Profit' per tonne ($)** | **APMC Market Share (Percent)** | **APMC profit ($)** | **Does Segment Pass Substantive Test?** | **Substantive segment test amount ($)** |
| **Segment name** |  |  |  |  |  | **$ 292,136.64** |
| Beer | 302,980.6 | $50 | 15% | $ 2,272,354.50 | **Yes** |  |
| Cider/Perry | 29,240.9 | $40 | 15% | $ 175,445.40 | **No** |  |
| RTDs | 41,299.5 | $40 | 15% | $ 247,797.00 | **No** |  |
| Spirits | 10,543.9 | $45 | 15% | $ 71,171.33 | **No** |  |
| Wine | 102,829.5 | $40 | 15% | $ 616,977.00 | **Yes** |  |

SOURCE: PASSPORT 2020

**Customer-Based Segmenting**

Customers are segmented in the New Zealand alcoholic drinks market into three major segments based on the customer usage of the products. These segments include low, medium and high usage customers. The low usage customer in the New Zealand alcoholic market comprises those who consume spirits. This segment generates minimal profits as presented in table 1 above. The middle usage customers are those who consume RTDs, and cider/ perry. They contribute a medium profit to the market ranging from $ 50000 to $100000. The usage consumers market segment is comprised of the customers using wine and beer. This is considered as the best segment which generates huge profits.

Table 3 can be used in distinguishing customers based on the low- cost to serve, and high cost to serve. The two segments have companies that are distinguished by their profitability levels. Based on the two segments, APMC should target to supply their packaging bottles to companies that make higher profits. Arguably, using customer-based segments market to target customers is riskier. APMC may fail to determine the best company which they can supply their packaging battles and make more profits. In other words, product-based segmentation is advantageous since the APMC marketing team can easily identify the target.

Table 3: Low cost to serve and high cost to serve customers

|  |  |  |
| --- | --- | --- |
|  | Low- Cost -Serve | High cost- to- serve |
| High Profit | Kirin Holdings Co Ltd | Constellation Brands Inc |
|  | Heineken NV | Campari Milano SpA, Davide |
|  | Asahi Group Holdings Ltd | Diageo Plc |
|  | Pernod Ricard Groupe | Carlsberg A/S |
|  | Anheuser-Busch InBev NV | Delegat Group Ltd |
|  | Treasury Wine Estates Ltd | Åbro Bryggeri AB |
|  | Villa Maria Estate Ltd | Wither Hills Vineyards Marlborough Ltd |
|  | Suntory Holdings Ltd | Country Ltd |
| Low Prodit | Moa Brewing Co Ltd | Seagers Evans Co Ltd |
|  | Brown-Forman Corp | Distell Group Ltd |
|  | Accolade Wines Ltd | Coopers Brewery Ltd |
|  | LVMH Moët Hennessy Louis Vuitton SA | Asia Pacific Breweries Ltd |
|  | Part Time Rangers Ltd | Beam Inc |
|  | Erdinger Privatbrauerei Weissbräu Werner Brombach GmbH | Modelo SA de CV, Grupo |
|  | Bacardi & Co Ltd | Redwood Cellars (2006) Ltd |
|  | Zeffer Cider Co | SABMiller Ltd |
|  | C&C Group Plc | Private Label |
|  |  | Others |

# **Target Market Strategy**

Target marketing strategy is used in describing how a market strategy can contribute to achieving the objectives of the business. This is done for the purpose of growth from the existing market or new markets, growth from new or existing products, gaining competitive advantage in an organization, and growth from new or existing customers. The main objective target market strategy is to facilitate the growth of the company as well as gaining a large market share (Daulay and Saputra, 2019). Several target market strategies can be used by AMPC in ensuring that the alcoholic companies in New Zealand get the supply of the packaging bottles. APMC has to use effective product strategies to make more supplies of the alcoholic bottles to New Zealand companies. Marketing strategies make the business more attractive to the customers hence making it possible for the company to make more sales in the market. Alcoholic companies can therefore formulate their target market strategies based on the products, the price of the products, promotions, personal selling, and place/ distribution channels. The strategies are described as the 5ps in the marketing mix in business. Communication plays a key role in target market strategy formulation as it outlines the best content which can be offered to the customers before proceeding with the marketing procedures. The main market segments identified in New Zealand are comprised of wine and beer. The following marketing strategies can be used to ensure that more profits/ returns are generated from the products being offered.

## **Product**

From the market analysis and segmentation, it is clear that beer and wine are the most preferred products which add value to both the customers as well as the Australian companies. The trends show that the demand for beer and wine has been gradually increasing since 2016 and this is why they are the best alcoholic products in New Zealand. Customers can feel satisfied when they get value for their money. Therefore, companies offering alcoholic drinks must avail products that meet the customers' needs and match with their money paid for the drinks (Purcarea, 2019). We can bet that the gradual increase in the APMC profits for the beer and wine results from adding value to customers.

Value creation can be adopted as one of the major product-related strategies in targeting a certain market segment in the market. Customers prefer being served with quality products and this can be achieved by increasing the value of the products offered by the distribution companies. Value creation strategy is essential in improving the quality of the product hence facilitating the excel and growth of the company, and facilitating fast delivery of products to customers.

Value creation of the product will involve the marketing team to involve customers in the aspect of decision making when creating a new brand. The targeted market in New Zealand provides their preferences n how they would like the beer and wine to look/ taste when offered to them. Involving customers in the decision-making process will help APMC in making a rational decision. The quality and value of the product being offered should be prioritized over the profits gained from the sales. Alcoholic companies should incur more costs when rebranding quality products which will drive more customers in the long run.

Value creation for the products will form a strong branding image for the customers hence putting the company at a competitive advantage edge. Customers are convinced by the brand of the products being offered by the company and this is enough to convince them to purchase the products available in the market (Jothilakshmi and Thangaraj, 2018). When branding different product segments in the market, the marketing team have to apply good communication skills by providing brief descriptions of other products. This is enough in convincing the customers to become loyal to the products being offered in the market.

APMC should consider offering packaging services to the market segments which have the products that generate more profits. APMC should consider adding the value of the products being offered in the market by making bottles which that can attract customers. Alcoholic companies need to have packaging material that can attract more customers to purchase their products. The company should concentrate on making outstanding packaging bottles for beer and wine since the two are the main dominated segments in New Zealand. The manufacture of quality bottles will make the company go international as their products will be consumed by many customers across the world. Adding customer value is an effective strategy for the company as the alcoholic companies will be getting value for their money invested in purchasing the bottles.

## **Place/ Distribution**

When formulating a target market strategy, the place is referred to as the location where the products will be delivered to the customers. Customers need to be delivered products safely, on time, and at a convenient place. Distribution channels are the means used by the company to deliver its products to the targeted segment market. The manufacturing company is advised to adopt a distribution channel that can help in accessing many customers in the market. With the destitution channel, New Zealand alcoholic companies deliver their products to a marketing agent, then wholesales, the retailers, and finally to the final consumers. The main objective is for the product reaching to the final consumers safely and on time (Thomkaew et al., 2018). Therefore, the company must develop good distribution channels which can be used in delving products to their customers. An effective distribution channel is determined by the retailers involved in transporting products to customers. With this, the company can have an online retailer or develop retail shops in different regions in New Zealand.

New Zealand alcoholic companies are distributed in different regions of the country making the supply of the alcoholic drinks to different customers. Therefore, the target market segment with wine and beer is much diversified in Australia. APMC has a responsibility to ensure that companies are supplied with the packaging bottle for wine and beer on time. An effective distribution channel has to be adopted by APMC to ensure that bottles are much available to the manufacturing companies. APMC is well known with the following distributing channel. The company manufactures and sells bottles locally, intermediaries and retailers come in to ensure that products are delivered to the target market which is alcoholic drink manufacturers.

APMC should therefore set up the retail companies in different regions in New Zealand by targeting companies that manufacture wine and beer. Retailers will help in availing the packaging bottles to the companies on time hence increasing packaging services. Efficient supply of the bottles will increase customer royalty hence increasing the popularity of the company. APMC can further use online rental companies such as Walmart, Amazon and Alibaba to help in the supply of the packaging bottles to the manufacturing companies. Online delivery gives customers a good and efficient time in receiving the products. Manufacturing companies can utilize online retailing companies by making their orders online. By using such strategies APPMC will gain a competitive advantage in the global market.

## **Promotion**

After adding value to the products, the company has to find out a way on which it can use to make its products known to the entire world. Product promotion strategy involves the aspect of advertising, public relation, and brand awareness of the product to the segmented customers. Customers get attracted to the products offered by the company when they know the products being supplied. Customers do not buy new products by default by they must be convinced or have a clue of the new product in the market (Thomkaew et al., 2018). Therefore, the manufacturing company needs to adopt a brilliant promoting strategy that can make more customers get attracted to the products being offered in the company.

APMC has to choose a strong promotion strategy that will make it more competitive in the manufacture and supply f alcoholic drinks bottles to the New Zealand companies. Since this is a foreign company, the company must employ communication experts who can help in developing outstanding adverts. Adverts concerning the companies packaging services and products can be advertised through social media platforms, television and New Zealand newspapers. Following the recent travelling restrictions, advertisements made via social media pages will grant the company assurance of reaching the targeted segment market. The most targeted segment companies comprise companies that participate in the manufacturing and sale of alcoholic drinks such as beer and wine.

The promotion strategy will be applied by the company by putting in place a good marketing team that is well experienced. Every stakeholder in the APMC company must take place in the formulation and implementation of the strategy to facilitate the easier transition in the market. While promoting the packaging bottles, APMC must ensure that its website is well managed with a competent IT team that can help in the rebranding and creation of enticing information about the packaging bottles. Social medial advertisement is a much efficient promotion strategy (Purcarea, 2019). Despite being cost-effective, most manufacturing companies in New Zealand can get access to the brand of the bottles being advertised hence getting attracted to the purchase of the products. It is also much possible for the company to gain trust from the large market segment in New Zealand if APMC uses persuasive tactics to penetrate the new market.

## **Personal Selling**

Personal selling is a marketing strategy that is used by the salesperson when convincing the customers to purchase the products of the company. The individual needs of a customer are met when the salesperson demonstrates to the target market how the product would benefit them. Users of the product are expected to ask questions and inquire for clarity on how to use the product. The marketing team has to prepare effective communication skills which can make it easier for the customers to understand the product being promoted. Furthermore, information should be collected from the customers to understand their preferences and needs. Gathering information from the customers will make the targeted market feel much involved in the company’s decision-making process and this will make them become loyal customers.

APMC can use the personal selling strategy to gain a competitive advantage in the market. The marketing team of the company can explore the New Zealand companies which manufacture alcohol and developed a personal relationship with them. The marketing team should target mostly companies that manufacture wine and beer as this is made up of the largest segment in the market. APMC can use social media team to help them in marketing their alcoholic products (Mintarsih and Sulistiono, 2020). Therefore, the New Zealand alcoholic companies can be asked to help in decision making on how to rebrand the bottles. Giving preference to how they need bottles to be branded will eventually enlarge the market hence APMC gaining a competitive advantage in the global market.

A personal selling strategy will help APMC company to gain a large market share in New Zealand. This results in increased profits for the company since there is a large market segment that relies on the supply of alcoholic bottles. As a result of penetrating into the New Zealand market through personal selling strategy, APMC will have minimal obstacles in venturing into the global market since it will be much known globally. Personal growth goals for the company can also be achieved when APMC adopts a personal selling strategy. Every employee in an organization plays an important role in the success of the APMC company since they help in connecting with new customers. The company can also assign some of its employees to New Zealand who can help in communicating with the alcoholic companies about the APMC packaging bottles. It will be more efficient to have people who can help in promoting the company’s products as this boosts the relationship with the company.

## **Price**

Pricing plays a crucial role when formulating marketing strategies focused on getting the targeted market segment. Companies must set up favourable prices to attract more customers. Good pricing strategies generate more revenues for the company alongside attracting more customers for the products being offered by the selling company. Customers can buy products at the selling price or a discount price. Discount is the portion or percentage of the price which is deducted from the original price (Ali and Anwar, 2021). Therefore, companies do strategize their pricing strategy by introducing discounts. When pricing, the company must standardize their prices to ensure that consumers from different parts of the world feel satisfied with the prices of the products. Since customers need value for their money, efficient pricing strategies must be put in place to ensure that all the products are served at a market value.

APMC can adopt discounting strategy when selling their products to New Zealand alcoholic companies. Bottles have to be sold at a favourable price and this will give customers a good time when pricing their alcoholic brands. APMC can also sell their bottles at a wholesale price. This will make it possible for the comfort of the New Zealand companies to package alcohol in the bottles and expect to make some returns. Price discounts will attract more alcoholic companies to purchase APMC’s packaging bottle hence leading to an increase in revenue. Furthermore, the company can establish effective negation and bargaining mechanisms that can help the company to settle at the same price as the customers. The targeted segment of customers may feel overwhelmed when they are involved in the pricing decision of the company. This will make APMC attract more customers to buy their packaging bottles.

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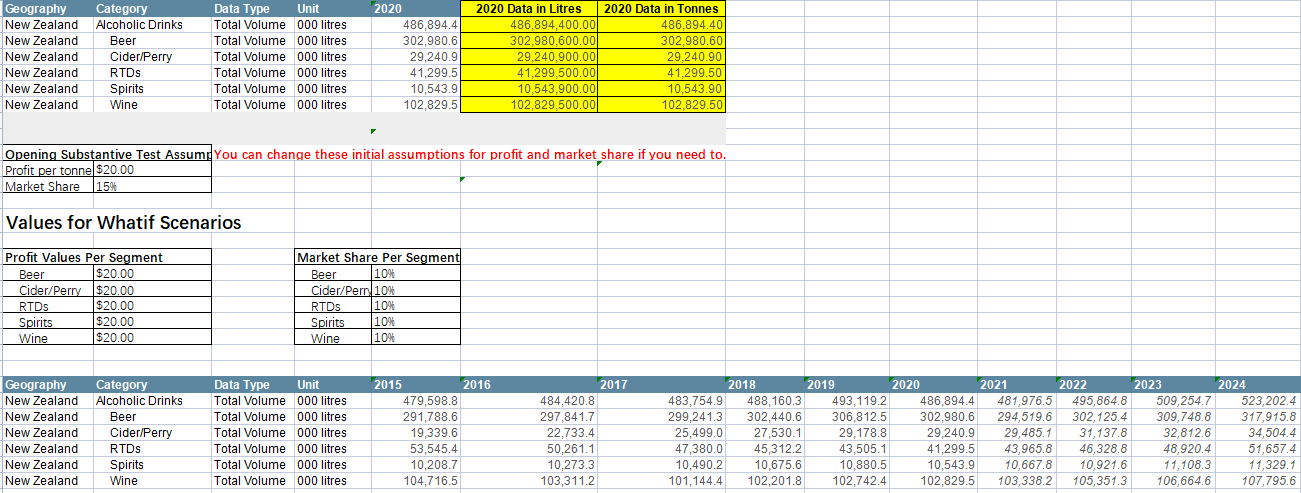
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# **Appendices**

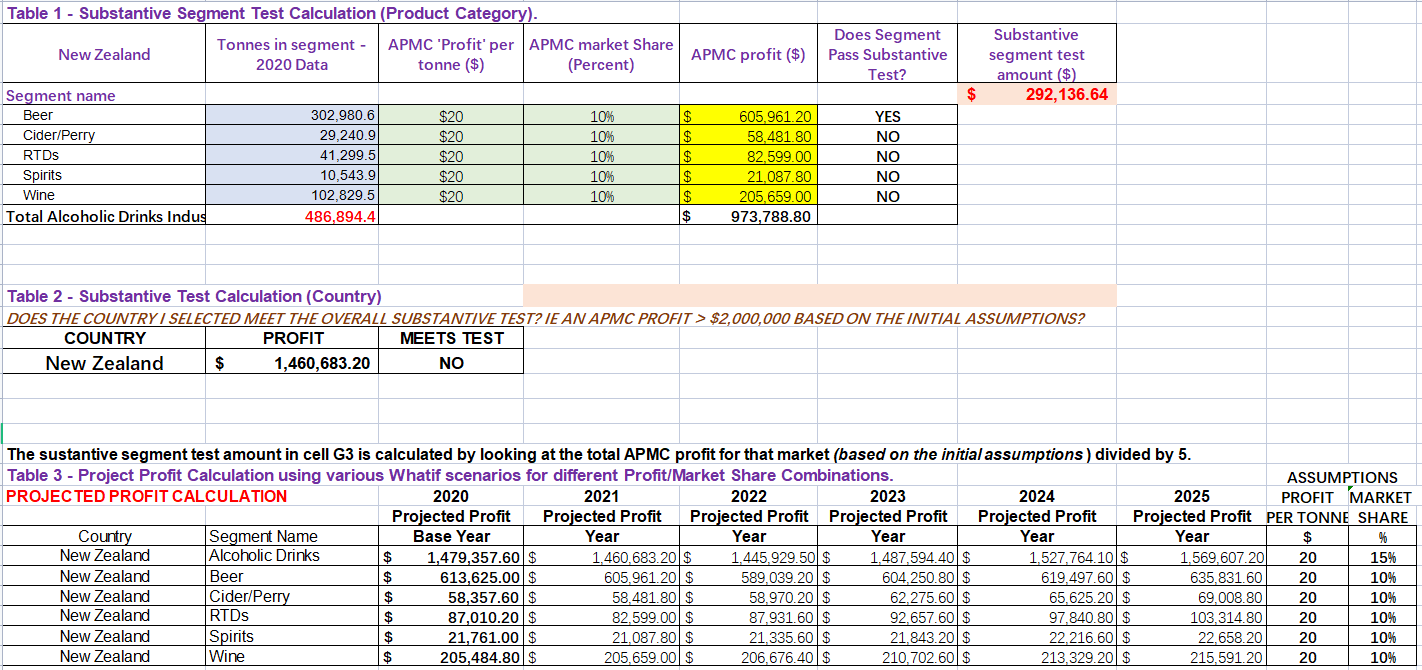
**Country Review Data**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Geography** | **Category** | **Data Type** | **Unit** | **2020** | **APMC Profit** |
| China | Alcoholic Drinks | Total Volume | 000 litres | 50,565,709.4 | $151,697,128 |
| India | Alcoholic Drinks | Total Volume | 000 litres | 4,687,668.9 | $14,063,007 |
| Malaysia | Alcoholic Drinks | Total Volume | 000 litres | 191,212.6 | $573,638 |
| Singapore | Alcoholic Drinks | Total Volume | 000 litres | 121,878.6 | $365,636 |
| New Zealand | Alcoholic Drinks | Total Volume | 000 litres | 486,894.4 | $1,460,683 |
| Bulgaria | Alcoholic Drinks | Total Volume | 000 litres | 692,703.3 | $2,078,110 |
| Croatia | Alcoholic Drinks | Total Volume | 000 litres | 381,892.0 | $1,145,676 |
| Czech Republic | Alcoholic Drinks | Total Volume | 000 litres | 1,821,335.7 | $5,464,007 |
| Poland | Alcoholic Drinks | Total Volume | 000 litres | 4,207,236.5 | $12,621,710 |
| Romania | Alcoholic Drinks | Total Volume | 000 litres | 1,984,435.6 | $5,953,307 |

**Base Data**



**Substantive Test Calculator**



**Substantive Test 1-3**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **New Zealand** | **Tonnes in segment - 2020 Data** | **APMC 'Profit' per tonne ($)** | **APMC market Share (Percent)** | **APMC profit ($)** | **Does Segment Pass Substantive Test?** | **Substantive segment test amount ($)** |
| **Segment name** |  |  |  |  |  | **$292,136.64** |
| Beer | 302,980.6 | $50 | 15% | $2,272,354.50 | **Yes** |  |
| Cider/Perry | 29,240.9 | $40 | 15% | $175,445.40 | **No** |  |
| RTDs | 41,299.5 | $40 | 15% | $247,797.00 | **No** |  |
| Spirits | 10,543.9 | $45 | 15% | $71,171.33 | **No** |  |
| Wine | 102,829.5 | $40 | 15% | $616,977.00 | **Yes** |  |
| **Total Alcoholic Drinks Industry** | **486,894.4** |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **New Zealand** | **Tonnes in segment - 2020 Data** | **APMC 'Profit' per tonne ($)** | **APMC market Share (Percent)** | **APMC profit ($)** | **Does Segment Pass Substantive Test?** | **Substantive segment test amount ($)** |
| **Segment name** |  |  |  |  |  | **$292,136.64** |
| Beer | 302,980.6 | $40 | 15% | $1,817,883.60 | **Yes** |  |
| Cider/Perry | 29,240.9 | $40 | 15% | $175,445.40 | **NO** |  |
| RTDs | 41,299.5 | **$50** | **30%** | $619,492.50 | **Yes** |  |
| Spirits | 10,543.9 | $40 | 15% | $63,263.40 | **NO** |  |
| Wine | 102,829.5 | $40 | 15% | $616,977.00 | **Yes** |  |
| **Total Alcoholic Drinks Industry** | **486,894.4** |  |  |  |  |  |
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| Wine | 102,829.5 | **$45** | **15%** | $694,099.13 | **Yes** |  |
| **Total Alcoholic Drinks Industry** | **486,894.4** |  |  |  |  |  |

**Company Share Actuals**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Company Shares | Global - Historical Owner | Historical | Actuals** | **Category** | **Company Name** | **Data Type** | **Unit** | **2016** | **2017** | **2018** | **2019** | **2020** |
| New Zealand | Alcoholic Drinks | Kirin Holdings Co Ltd | Total Volume | 000 litres | 133,461.0 | 131,601.3 | 131,938.2 | 132,494.6 | 130,186.2 |
| New Zealand | Alcoholic Drinks | Heineken NV | Total Volume | 000 litres | 115,145.6 | 115,232.5 | 117,486.0 | 124,168.4 | 124,000.2 |
| New Zealand | Alcoholic Drinks | Asahi Group Holdings Ltd | Total Volume | 000 litres | 46,749.9 | 44,427.7 | 41,320.4 | 40,231.2 | 38,649.7 |
| New Zealand | Alcoholic Drinks | Pernod Ricard Groupe | Total Volume | 000 litres | 27,291.3 | 28,406.3 | 28,642.6 | 30,053.6 | 29,985.8 |
| New Zealand | Alcoholic Drinks | Anheuser-Busch InBev NV | Total Volume | 000 litres | 20,401.2 | 18,224.6 | 18,941.4 | 19,450.3 | 19,168.8 |
| New Zealand | Alcoholic Drinks | Treasury Wine Estates Ltd | Total Volume | 000 litres | 11,784.2 | 12,292.4 | 12,685.4 | 12,861.4 | 12,810.0 |
| New Zealand | Alcoholic Drinks | Villa Maria Estate Ltd | Total Volume | 000 litres | 9,114.9 | 9,451.3 | 9,913.8 | 9,929.4 | 9,881.4 |
| New Zealand | Alcoholic Drinks | Suntory Holdings Ltd | Total Volume | 000 litres | 8,297.4 | 7,815.5 | 7,431.2 | 7,643.7 | 7,258.1 |
| New Zealand | Alcoholic Drinks | Constellation Brands Inc | Total Volume | 000 litres | 5,710.9 | 5,789.8 | 6,485.0 | 6,619.1 | 6,633.9 |
| New Zealand | Alcoholic Drinks | Campari Milano SpA, Davide | Total Volume | 000 litres | 7,430.2 | 7,154.9 | 6,784.0 | 6,564.2 | 6,331.3 |
| New Zealand | Alcoholic Drinks | Diageo Plc | Total Volume | 000 litres | 5,730.8 | 5,692.0 | 5,516.1 | 5,570.2 | 5,428.9 |
| New Zealand | Alcoholic Drinks | Carlsberg A/S | Total Volume | 000 litres | 3,903.0 | 4,398.6 | 4,718.7 | 5,230.8 | 5,327.0 |
| New Zealand | Alcoholic Drinks | Delegat Group Ltd | Total Volume | 000 litres | 4,085.2 | 4,579.6 | 4,796.8 | 4,814.5 | 4,801.3 |
| New Zealand | Alcoholic Drinks | Åbro Bryggeri AB | Total Volume | 000 litres | 3,160.3 | 3,683.1 | 4,298.3 | 4,600.4 | 4,697.0 |
| New Zealand | Alcoholic Drinks | Wither Hills Vineyards Marlborough Ltd | Total Volume | 000 litres | 3,418.9 | 3,461.3 | 3,534.6 | 3,569.4 | 3,552.3 |
| New Zealand | Alcoholic Drinks | Country Ltd | Total Volume | 000 litres | 3,280.1 | 3,384.6 | 3,187.0 | 3,047.7 | 3,033.1 |
| New Zealand | Alcoholic Drinks | Moa Brewing Co Ltd | Total Volume | 000 litres | 1,662.0 | 2,063.0 | 2,392.6 | 2,717.2 | 2,779.4 |
| New Zealand | Alcoholic Drinks | Brown-Forman Corp | Total Volume | 000 litres | 3,193.2 | 3,085.7 | 2,952.2 | 2,845.5 | 2,673.9 |
| New Zealand | Alcoholic Drinks | Accolade Wines Ltd | Total Volume | 000 litres | 2,939.8 | 3,056.9 | 3,079.0 | 2,681.6 | 2,668.6 |
| New Zealand | Alcoholic Drinks | LVMH Moët Hennessy Louis Vuitton SA | Total Volume | 000 litres | 1,407.6 | 1,563.1 | 1,714.5 | 1,787.2 | 1,811.4 |
| New Zealand | Alcoholic Drinks | Part Time Rangers Ltd | Total Volume | 000 litres | - | - | 95.2 | 1,518.3 | 1,441.3 |
| New Zealand | Alcoholic Drinks | Erdinger Privatbrauerei Weissbräu Werner Brombach GmbH | Total Volume | 000 litres | 706.0 | 708.6 | 753.7 | 803.0 | 776.5 |
| New Zealand | Alcoholic Drinks | Bacardi & Co Ltd | Total Volume | 000 litres | 868.3 | 852.4 | 812.1 | 770.6 | 741.2 |
| New Zealand | Alcoholic Drinks | Zeffer Cider Co | Total Volume | 000 litres | 252.3 | 346.9 | 446.7 | 650.9 | 664.5 |
| New Zealand | Alcoholic Drinks | C&C Group Plc | Total Volume | 000 litres | 364.9 | 411.0 | 443.7 | 488.1 | 498.4 |
| New Zealand | Alcoholic Drinks | Seagers Evans Co Ltd | Total Volume | 000 litres | 457.1 | 437.7 | 414.4 | 414.6 | 401.5 |
| New Zealand | Alcoholic Drinks | Distell Group Ltd | Total Volume | 000 litres | 216.8 | 221.9 | 254.5 | 250.4 | 255.1 |
| New Zealand | Alcoholic Drinks | Coopers Brewery Ltd | Total Volume | 000 litres | 539.4 | 489.5 | 308.2 | 236.2 | 252.4 |
| New Zealand | Alcoholic Drinks | Asia Pacific Breweries Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Alcoholic Drinks | Beam Inc | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Alcoholic Drinks | Modelo SA de CV, Grupo | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Alcoholic Drinks | Redwood Cellars (2006) Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Alcoholic Drinks | SABMiller Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Alcoholic Drinks | Private Label | Total Volume | 000 litres | 2,092.8 | 2,168.2 | 2,232.2 | 2,280.2 | 2,269.2 |
| New Zealand | Alcoholic Drinks | Others | Total Volume | 000 litres | 60,755.8 | 62,754.4 | 64,581.7 | 58,826.3 | 57,916.0 |
| New Zealand | Alcoholic Drinks | Total | Total Volume | 000 litres | 484,420.8 | 483,754.9 | 488,160.3 | 493,119.2 | 486,894.4 |
| New Zealand | Beer | Heineken NV | Total Volume | 000 litres | 108,496.9 | 107,870.9 | 109,278.0 | 115,433.6 | 115,108.8 |
| New Zealand | Beer | Kirin Holdings Co Ltd | Total Volume | 000 litres | 114,947.0 | 112,047.2 | 111,236.7 | 112,426.7 | 109,817.0 |
| New Zealand | Beer | Anheuser-Busch InBev NV | Total Volume | 000 litres | 18,409.6 | 16,017.5 | 16,561.6 | 16,993.4 | 16,658.5 |
| New Zealand | Beer | Asahi Group Holdings Ltd | Total Volume | 000 litres | 17,121.5 | 16,416.1 | 15,399.5 | 15,790.6 | 15,442.4 |
| New Zealand | Beer | Moa Brewing Co Ltd | Total Volume | 000 litres | 1,627.6 | 1,995.8 | 2,306.8 | 2,601.8 | 2,661.6 |
| New Zealand | Beer | Carlsberg A/S | Total Volume | 000 litres | 2,159.4 | 2,134.3 | 2,238.3 | 2,405.5 | 2,442.3 |
| New Zealand | Beer | Diageo Plc | Total Volume | 000 litres | 2,086.8 | 2,057.2 | 1,988.4 | 2,090.6 | 2,072.9 |
| New Zealand | Beer | Erdinger Privatbrauerei Weissbräu Werner Brombach GmbH | Total Volume | 000 litres | 706.0 | 708.6 | 753.7 | 803.0 | 776.5 |
| New Zealand | Beer | Coopers Brewery Ltd | Total Volume | 000 litres | 539.4 | 489.5 | 308.2 | 236.2 | 252.4 |
| New Zealand | Beer | Asia Pacific Breweries Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Beer | Modelo SA de CV, Grupo | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Beer | SABMiller Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Beer | Others | Total Volume | 000 litres | 31,747.6 | 39,504.2 | 42,369.4 | 38,031.0 | 37,748.3 |
| New Zealand | Beer | Total | Total Volume | 000 litres | 297,841.7 | 299,241.3 | 302,440.6 | 306,812.5 | 302,980.6 |
| New Zealand | Cider/Perry | Heineken NV | Total Volume | 000 litres | 6,086.8 | 6,875.6 | 7,762.4 | 8,360.7 | 8,536.2 |
| New Zealand | Cider/Perry | Kirin Holdings Co Ltd | Total Volume | 000 litres | 5,596.6 | 6,224.9 | 7,061.3 | 7,777.8 | 7,941.2 |
| New Zealand | Cider/Perry | Åbro Bryggeri AB | Total Volume | 000 litres | 3,160.3 | 3,683.1 | 4,298.3 | 4,600.4 | 4,697.0 |
| New Zealand | Cider/Perry | Carlsberg A/S | Total Volume | 000 litres | 1,743.7 | 2,264.3 | 2,480.5 | 2,825.3 | 2,884.7 |
| New Zealand | Cider/Perry | Anheuser-Busch InBev NV | Total Volume | 000 litres | 1,861.5 | 2,079.6 | 2,260.1 | 2,337.2 | 2,386.3 |
| New Zealand | Cider/Perry | Zeffer Cider Co | Total Volume | 000 litres | 252.3 | 346.9 | 446.7 | 650.9 | 664.5 |
| New Zealand | Cider/Perry | C&C Group Plc | Total Volume | 000 litres | 364.9 | 411.0 | 443.7 | 488.1 | 498.4 |
| New Zealand | Cider/Perry | Packhams Cider Ltd | Total Volume | 000 litres | 277.7 | 315.4 | 340.2 | 440.8 | 450.1 |
| New Zealand | Cider/Perry | Moa Brewing Co Ltd | Total Volume | 000 litres | 34.4 | 67.2 | 85.8 | 115.4 | 117.8 |
| New Zealand | Cider/Perry | Asia Pacific Breweries Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Cider/Perry | Ballydooly Cider Co | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Cider/Perry | Pernod Ricard Groupe | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Cider/Perry | Redwood Cellars (2006) Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Cider/Perry | SABMiller Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Cider/Perry | Others | Total Volume | 000 litres | 3,355.2 | 3,231.0 | 2,351.2 | 1,582.1 | 1,064.7 |
| New Zealand | Cider/Perry | Total | Total Volume | 000 litres | 22,733.4 | 25,499.0 | 27,530.1 | 29,178.8 | 29,240.9 |
| New Zealand | RTDs | Asahi Group Holdings Ltd | Total Volume | 000 litres | 29,431.3 | 27,811.3 | 25,721.0 | 24,241.0 | 23,012.0 |
| New Zealand | RTDs | Suntory Holdings Ltd | Total Volume | 000 litres | 6,516.9 | 5,995.0 | 5,498.3 | 5,690.5 | 5,402.0 |
| New Zealand | RTDs | Campari Milano SpA, Davide | Total Volume | 000 litres | 6,035.3 | 5,775.8 | 5,400.2 | 5,116.2 | 4,856.8 |
| New Zealand | RTDs | Brown-Forman Corp | Total Volume | 000 litres | 2,784.4 | 2,663.9 | 2,517.4 | 2,392.8 | 2,271.5 |
| New Zealand | RTDs | Part Time Rangers Ltd | Total Volume | 000 litres | - | - | 95.2 | 1,518.3 | 1,441.3 |
| New Zealand | RTDs | Diageo Plc | Total Volume | 000 litres | 1,811.1 | 1,739.4 | 1,586.2 | 1,509.6 | 1,433.1 |
| New Zealand | RTDs | Bacardi & Co Ltd | Total Volume | 000 litres | 576.9 | 548.0 | 494.6 | 430.7 | 408.9 |
| New Zealand | RTDs | Heineken NV | Total Volume | 000 litres | 561.9 | 486.1 | 445.6 | 374.1 | 355.2 |
| New Zealand | RTDs | Seagers Evans Co Ltd | Total Volume | 000 litres | 307.5 | 281.2 | 245.1 | 239.3 | 227.1 |
| New Zealand | RTDs | Pernod Ricard Groupe | Total Volume | 000 litres | 301.0 | 285.9 | 267.3 | 221.9 | 210.6 |
| New Zealand | RTDs | Kirin Holdings Co Ltd | Total Volume | 000 litres | 150.5 | 119.1 | 89.1 | 65.3 | 61.9 |
| New Zealand | RTDs | Asia Pacific Breweries Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | RTDs | Beam Inc | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | RTDs | SABMiller Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | RTDs | SPI Group | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | RTDs | Others | Total Volume | 000 litres | 1,784.4 | 1,674.3 | 2,952.2 | 1,705.4 | 1,619.1 |
| New Zealand | RTDs | Total | Total Volume | 000 litres | 50,261.1 | 47,380.0 | 45,312.2 | 43,505.1 | 41,299.5 |
| New Zealand | Spirits | Diageo Plc | Total Volume | 000 litres | 1,832.9 | 1,895.4 | 1,941.5 | 1,969.9 | 1,922.9 |
| New Zealand | Spirits | Suntory Holdings Ltd | Total Volume | 000 litres | 1,780.5 | 1,820.6 | 1,932.9 | 1,953.2 | 1,856.2 |
| New Zealand | Spirits | Pernod Ricard Groupe | Total Volume | 000 litres | 1,102.0 | 1,126.1 | 1,142.4 | 1,174.6 | 1,142.8 |
| New Zealand | Spirits | Campari Milano SpA, Davide | Total Volume | 000 litres | 657.0 | 646.0 | 649.9 | 645.8 | 630.6 |
| New Zealand | Spirits | Brown-Forman Corp | Total Volume | 000 litres | 408.8 | 421.8 | 434.7 | 452.7 | 402.4 |
| New Zealand | Spirits | Rémy Cointreau Group | Total Volume | 000 litres | 362.5 | 360.8 | 359.6 | 359.1 | 352.7 |
| New Zealand | Spirits | Bacardi & Co Ltd | Total Volume | 000 litres | 275.2 | 288.8 | 302.5 | 324.1 | 316.9 |
| New Zealand | Spirits | William Grant & Sons Ltd | Total Volume | 000 litres | 252.8 | 250.2 | 247.9 | 246.5 | 237.7 |
| New Zealand | Spirits | Asahi Group Holdings Ltd | Total Volume | 000 litres | 197.1 | 200.3 | 199.9 | 199.6 | 195.3 |
| New Zealand | Spirits | SPI Group | Total Volume | 000 litres | 185.9 | 193.5 | 201.8 | 202.4 | 195.2 |
| New Zealand | Spirits | Edrington Group | Total Volume | 000 litres | 204.2 | 199.6 | 198.3 | 193.2 | 184.1 |
| New Zealand | Spirits | Seagers Evans Co Ltd | Total Volume | 000 litres | 149.6 | 156.5 | 169.3 | 175.4 | 174.4 |
| New Zealand | Spirits | Russian Standard Corp | Total Volume | 000 litres | 137.2 | 142.9 | 149.0 | 155.9 | 150.4 |
| New Zealand | Spirits | Mast-Jägermeister SE | Total Volume | 000 litres | 187.5 | 193.4 | 199.6 | 159.7 | 149.2 |
| New Zealand | Spirits | De Kuyper Royal Distillers BV | Total Volume | 000 litres | 158.7 | 155.1 | 151.1 | 147.5 | 143.0 |
| New Zealand | Spirits | Sazerac Co Inc | Total Volume | 000 litres | 61.8 | 63.1 | 63.4 | 64.4 | 92.2 |
| New Zealand | Spirits | Alliance Global Group Inc | Total Volume | 000 litres | 92.1 | 94.9 | 95.5 | 93.8 | 91.3 |
| New Zealand | Spirits | Chatelle & Co | Total Volume | 000 litres | 92.3 | 90.3 | 88.5 | 86.9 | 83.7 |
| New Zealand | Spirits | Illva Saronno SpA | Total Volume | 000 litres | 71.9 | 74.1 | 77.3 | 79.1 | 80.8 |
| New Zealand | Spirits | Kirin Holdings Co Ltd | Total Volume | 000 litres | 65.9 | 69.5 | 70.9 | 73.5 | 73.1 |
| New Zealand | Spirits | Becle SAB de CV | Total Volume | 000 litres | 53.0 | 53.3 | 53.5 | 53.7 | 49.8 |
| New Zealand | Spirits | Vok Beverages Pty Ltd | Total Volume | 000 litres | 42.4 | 43.9 | 45.5 | 47.6 | 48.6 |
| New Zealand | Spirits | LVMH Moët Hennessy Louis Vuitton SA | Total Volume | 000 litres | 51.2 | 50.5 | 50.0 | 49.0 | 47.9 |
| New Zealand | Spirits | Heaven Hill Distilleries Inc | Total Volume | 000 litres | 27.0 | 40.4 | 40.6 | 44.3 | 43.0 |
| New Zealand | Spirits | Lucas Bols BV | Total Volume | 000 litres | 30.8 | 31.9 | 33.1 | 34.7 | 35.4 |
| New Zealand | Spirits | Marie Brizard & Roger International SAS | Total Volume | 000 litres | 19.2 | 18.4 | 18.6 | 18.8 | 19.3 |
| New Zealand | Spirits | Distell Group Ltd | Total Volume | 000 litres | 8.7 | 10.9 | 22.7 | 12.4 | 18.3 |
| New Zealand | Spirits | La Martiniquaise SVS | Total Volume | 000 litres | 18.1 | 17.9 | 17.4 | 17.2 | 16.6 |
| New Zealand | Spirits | Anheuser-Busch InBev NV | Total Volume | 000 litres | 32.2 | 32.7 | 23.4 | 15.8 | 15.2 |
| New Zealand | Spirits | Stolen Spirits Ltd | Total Volume | 000 litres | 11.9 | 11.9 | 12.7 | 12.9 | 12.5 |
| New Zealand | Spirits | Beam Inc | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Spirits | Belvédère SA | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Spirits | Bruichladdich Distillery Co Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Spirits | Constellation Brands Inc | Total Volume | 000 litres | 2.3 | 2.2 | 2.2 | - | - |
| New Zealand | Spirits | Grupo Cuervo SA de CV | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Spirits | Lascelles de Mercado & Co Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Spirits | SABMiller Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Spirits | UB Group | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Spirits | Private Label | Total Volume | 000 litres | 1.8 | 1.4 | 1.3 | 1.3 | 1.3 |
| New Zealand | Spirits | Others | Total Volume | 000 litres | 1,699.0 | 1,731.7 | 1,678.7 | 1,815.3 | 1,761.1 |
| New Zealand | Spirits | Total | Total Volume | 000 litres | 10,273.3 | 10,490.2 | 10,675.6 | 10,880.5 | 10,543.9 |
| New Zealand | Wine | Pernod Ricard Groupe | Total Volume | 000 litres | 25,888.3 | 26,994.3 | 27,232.9 | 28,657.1 | 28,632.4 |
| New Zealand | Wine | Treasury Wine Estates Ltd | Total Volume | 000 litres | 11,784.2 | 12,292.4 | 12,685.4 | 12,861.4 | 12,810.0 |
| New Zealand | Wine | Kirin Holdings Co Ltd | Total Volume | 000 litres | 12,701.1 | 13,140.5 | 13,480.2 | 12,151.3 | 12,293.0 |
| New Zealand | Wine | Villa Maria Estate Ltd | Total Volume | 000 litres | 9,114.9 | 9,451.3 | 9,913.8 | 9,929.4 | 9,881.4 |
| New Zealand | Wine | Constellation Brands Inc | Total Volume | 000 litres | 5,708.6 | 5,787.6 | 6,482.8 | 6,619.1 | 6,633.9 |
| New Zealand | Wine | Delegat Group Ltd | Total Volume | 000 litres | 4,085.2 | 4,579.6 | 4,796.8 | 4,814.5 | 4,801.3 |
| New Zealand | Wine | Wither Hills Vineyards Marlborough Ltd | Total Volume | 000 litres | 3,418.9 | 3,461.3 | 3,534.6 | 3,569.4 | 3,552.3 |
| New Zealand | Wine | Country Ltd | Total Volume | 000 litres | 3,280.1 | 3,384.6 | 3,187.0 | 3,047.7 | 3,033.1 |
| New Zealand | Wine | Accolade Wines Ltd | Total Volume | 000 litres | 2,939.8 | 3,056.9 | 3,079.0 | 2,681.6 | 2,668.6 |
| New Zealand | Wine | LVMH Moët Hennessy Louis Vuitton SA | Total Volume | 000 litres | 1,356.4 | 1,512.6 | 1,664.5 | 1,738.2 | 1,763.5 |
| New Zealand | Wine | Campari Milano SpA, Davide | Total Volume | 000 litres | 737.9 | 733.2 | 734.0 | 802.2 | 843.8 |
| New Zealand | Wine | Sogrape Group | Total Volume | 000 litres | 254.0 | 265.3 | 296.2 | 280.9 | 279.5 |
| New Zealand | Wine | Distell Group Ltd | Total Volume | 000 litres | 208.1 | 210.9 | 231.8 | 238.0 | 236.8 |
| New Zealand | Wine | Européenne de Participations Industrielles (EPI) SAS | Total Volume | 000 litres | 112.5 | 151.6 | 201.4 | 222.9 | 234.9 |
| New Zealand | Wine | Emperador Distillers Inc | Total Volume | 000 litres | 185.7 | 175.9 | 168.2 | 172.2 | 169.0 |
| New Zealand | Wine | Anheuser-Busch InBev NV | Total Volume | 000 litres | 97.9 | 94.8 | 96.4 | 103.8 | 108.8 |
| New Zealand | Wine | Fladgate Partnership, The | Total Volume | 000 litres | 96.8 | 99.4 | 99.1 | 101.1 | 99.9 |
| New Zealand | Wine | Beam Inc | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Wine | SABMiller Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Wine | Suntory Holdings Ltd | Total Volume | 000 litres | - | - | - | - | - |
| New Zealand | Wine | Private Label | Total Volume | 000 litres | 2,091.0 | 2,166.9 | 2,230.9 | 2,278.9 | 2,268.0 |
| New Zealand | Wine | Others | Total Volume | 000 litres | 19,249.9 | 13,585.4 | 12,086.8 | 12,472.8 | 12,519.5 |
| New Zealand | Wine | Total | Total Volume | 000 litres | 103,311.2 | 101,144.4 | 102,201.8 | 102,742.4 | 102,829.5 |