

# Concentrates in New Zealand

December 2023

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## Concentrates in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers feeling pressure in inflationary environment  
Despite rising prices, convenience remains a key driver for concentrates  
Increased demand amongst adults

#### PROSPECTS AND OPPORTUNITIES

Potential to continue to develop sales to adult consumers  
Cost of living pressures likely to generate growth opportunities for private label  
Health and wellness concerns to boost interest in sugar free products

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