



Euromonitor
International

Other Dairy in New Zealand

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Low-level growth due to high inflation and reduced consumer spending
Fonterra Brands (NZ) Ltd retains its lead of other dairy with its brand Anchor
Limited movement in distribution as most consumers prefer supermarkets

PROSPECTS AND OPPORTUNITIES

Decelerating growth expected for other dairy amidst declining consumer demand
Other dairy is set to face challenges aligning with health and wellness trends
Limited innovation and a stagnating competitive landscape may impact future growth

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Dairy Products and Alternatives in New Zealand - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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