



Euromonitor
International

RTD Coffee in New Zealand

January 2026

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RTD Coffee in New Zealand - Category analysis

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2025 DEVELOPMENTS

RTD coffee maintains double-digit growth, supported by new product innovation and wider availability

INDUSTRY PERFORMANCE

Volume sales driven by RTD coffee being cheaper than café coffee, with premiumisation supporting value growth

Local innovation polarises around two clear strategies

WHAT'S NEXT?

RTD coffee set for sustained expansion as iced formats embed all-day, on-the-go consumption

RTD coffee competition to intensify as brands sharpen their positioning and defend relevance against adjacent functional drinks

Health-led fortification to drive premium growth in RTD coffee as brands target energy, satiety and functional benefits

COMPETITIVE LANDSCAPE

Suntory Boss maintains robust leadership in RTD coffee, thanks to being the first to launch

Allpress Espresso benefits from leveraging its range as an extension of the café culture

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Supermarkets maintains strong distribution channel lead for RTD coffee

Retail e-commerce continues to develop from a relatively small base

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Volume sales see an uptick thanks to stabilising economic factors

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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

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