



# Hot Off The Press

LATEST STATISTICS FROM STATISTICS NEW ZEALAND

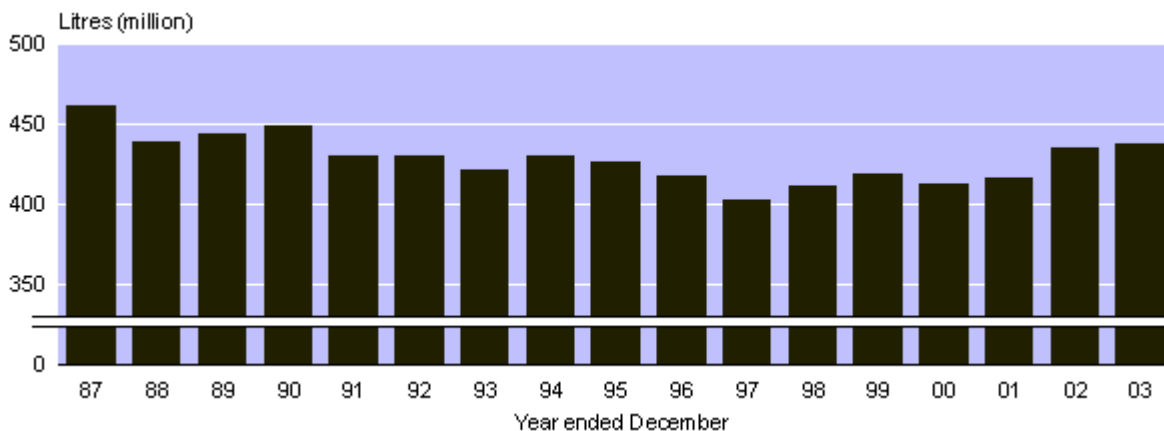
Embargoed until 10:45am – 24 February 2004

## Alcohol and Tobacco Available for Consumption Year ended December 2003

### Highlights

- The volume of spirit-based drinks available for consumption increased **9.8 percent** in the December 2003 year, compared with the December 2002 year.
- The volume of wine available for consumption increased **1.0 percent** in the December 2003 year, compared with the December 2002 year.
- The volume of beer available for consumption fell **0.3 percent** in the December 2003 year, compared with the December 2002 year.
- The total volume of alcoholic beverage available for consumption increased **0.6 percent** in the December 2003 year, compared with the December 2002 year.
- The total volume of pure alcohol available for consumption fell **0.1 percent** in the December 2003 year, compared with the December 2002 year.
- Cigarettes available for consumption fell **16.0 percent** in the December 2003 year, compared with the December 2002 year.

### Total Volume of All Beverages Available for Consumption



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24 February 2004  
Cat 74.901 Set 03/04 – 129

There is a companion Media Release published – [Alcohol and Tobacco Available for Consumption: Year ended December 2003](#).

# Commentary

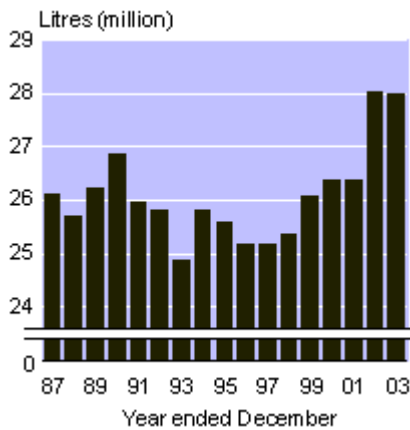
## Total alcoholic beverage available for consumption

The total volume of alcoholic beverage available for consumption in the December 2003 year was 436.5 million litres, an increase of 0.6 percent compared with the December 2002 year. Both wine and spirits contributed to the increase, with table wine increasing by 1.2 million litres, or 1.6 percent, and spirit-based drinks increasing by 3.1 million litres, or 9.8 percent. The volume of beer available for consumption decreased by 1.0 million litres, or 0.3 percent in the December 2003 year, compared with the December 2002 year.

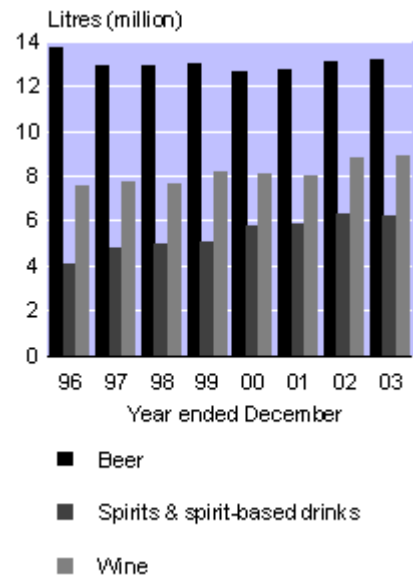
## Total pure alcohol available for consumption

The total volume of pure alcohol available for consumption was 27.98 million litres in the December 2003 year, a decrease of 0.1 percent compared with the December 2002 year. The main contributor to the decline in the volume of pure alcohol available was a decrease in spirits and spirit-based drinks of 111,000 litres, or 1.8 percent. The volume of pure alcohol available from wine increased by 0.6 percent in the year ended December 2003, compared with the year ended December 2002. Beer contributed an increase of 0.1 percent during the same period.

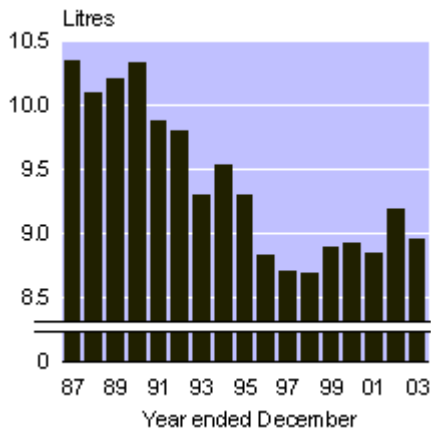
**Total Litres of Pure Alcohol Available for Consumption**



**Litres of Pure Alcohol Available by Beverage Type**



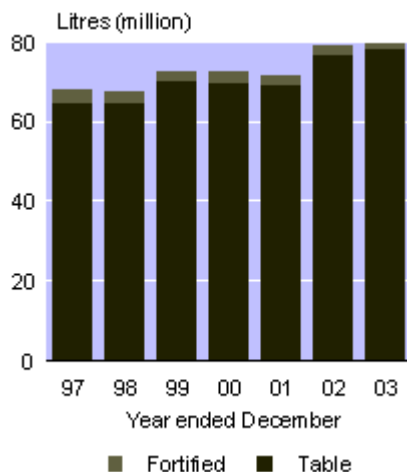
## Litres of Pure Alcohol Available per Head of Population Aged 15 Years and Over



## Wine available for consumption

The total volume of wine available for consumption increased to 79.1 million litres in the year ended December 2003, an increase of 1.0 percent compared with the year ended December 2002. This follows an increase of 10.6 percent in the year ended December 2002, compared with the year ended December 2001. The volume of domestically produced wine available for consumption increased by 588,000 litres in the year ended December 2003, an increase of 1.0 percent compared with the year ended December 2002. Domestic production contributed 75 percent of the total wine available for consumption in the year ended December 2003, almost unchanged from the year ended December 2002. Imported wine available for consumption increased by 199,000 litres in the year ended December 2003, an increase of 1.0 percent compared with the year ended December 2002.

### Volume of Available Beverage Total Wine



### Volume of Wine Available by Type

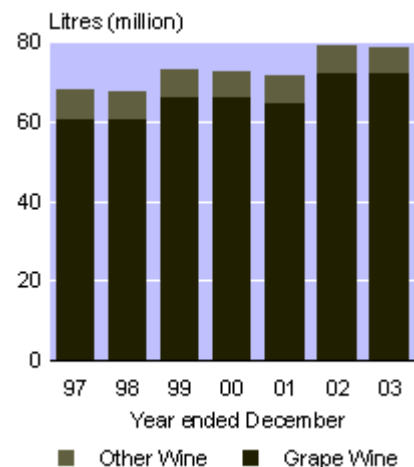
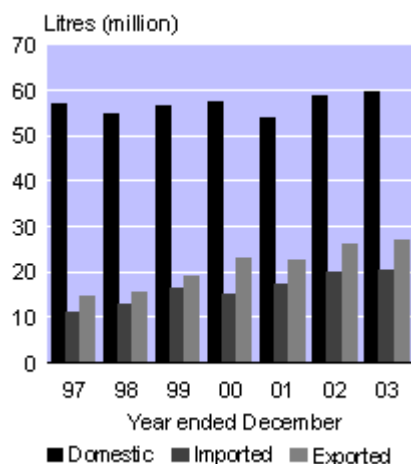


Table wine (up to 14 percent alcohol by volume) available for consumption increased by 1.2 million litres or 1.6 percent in the December 2003 year, compared with the December 2002 year. Domestically produced table wine increased by 977,000 litres or 1.7 percent, while imported table wine increased by 247,700 litres or 1.3 percent, in the December 2003 year, compared with the December 2002 year. The volume of grape table wine available for consumption rose 2.1 percent, while fruit table wine fell 3.9 percent in the December 2003 year, compared with the December 2002 year.

The volume of fortified wine (15 percent or more alcohol by volume) fell by 25 percent to 1.3 million litres in the December 2003 year, compared with the December 2002 year. Fortified wine has been declining for many years, and has decreased by 62.4 percent since the current series began in 1995. Domestically produced fortified wine fell 30.8 percent in the December 2003 year, compared with the December 2002 year, while imported fortified wine decreased by 10.0 percent during the same period. Fortified wines contributed 1.7 percent to the total volume of wine available for consumption in the December 2003 year, compared with 5.0 percent in the December 1995 year.

Exports of domestically produced wine increased by 3.8 percent in the year ended December 2003, compared with the year ended December 2002. Exports of grape wine, including table and fortified wine, increased by 5.5 percent to 26.8 million litres during the same period. The volume of fruit wine exported in the year ended December 2003 decreased to 52,000 litres, an 89 percent decrease compared with the year ended December 2002.

### Wine – Domestic Production, Imports and Exports



The volume of pure alcohol available for consumption from wine increased by 0.6 percent in the year ended December 2003, compared with the year ended December 2002. The volume of alcohol available from table wine increased 1.6 percent in the December 2003 year compared with the December 2002 year. However, this was offset by a decrease of 25 percent in the volume of alcohol available from fortified wine during the same period.

### Spirits and spirit-based drinks available for consumption

The total volume of spirits and spirit-based drinks available for consumption rose to 43.9 million litres in the December 2003 year, an increase of 6.5 percent compared with the December 2002 year. This excludes home-distilled spirits.

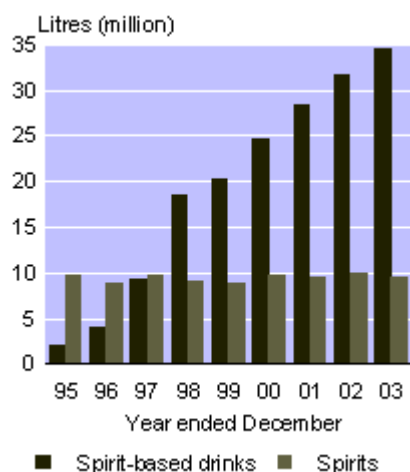
The demand for spirit-based drinks (ie those with less than 23 percent alcohol content) continued to rise in the December 2003 year, as it has done each year since 1995. The volume of spirit-based drinks available for consumption increased by 3.1 million litres to reach 34.5 million litres in the December 2003 year, an increase of 9.8 percent in the volume of beverage available compared with the December 2002 year. This increase reflects the continuing demand for ready-to-drink beverages. Spirit-based drinks now represent 79 percent of the volume of all spirits and spirit-based drinks. Spirit-based drinks now represent 7.9 percent of the total volume of beverage available for consumption.

The volume of spirits (ie over 23 percent alcohol content) available for consumption fell to 9.4 million litres in the December 2003 year, a decrease of 400,000 litres, or 4.0 percent, compared with the December 2002 year. This follows an increase of 500,000 litres or 5.4 percent in the December 2002 year, compared with the December 2001 year. The level of spirits available for consumption has maintained a level ranging from 8.7 million litres to 9.8 million litres since the December 1996 year.

Spirits and spirit-based drinks now represent 10.1 percent of the alcoholic beverage available for consumption, compared with 9.5 percent in the December 2002 year. The total volume of spirits and spirit-based drinks has increased steadily from a level of 3.0 percent in the year ended December 1996.

In the year ended December 2003, the volume of pure alcohol available for consumption from spirit-based drinks increased by 56,000 litres, a 2.7 percent increase compared with the year ended December 2002. Spirits with an alcohol content of over 23 percent showed a decrease of 167,000 litres, or 4.0 percent, in the same period. The total volume of pure alcohol available from spirits and spirit-based drinks has fallen 1.8 percent in the December 2003 year, compared with the December 2002 year.

### Spirit and Spirit-based Drinks Available for Consumption



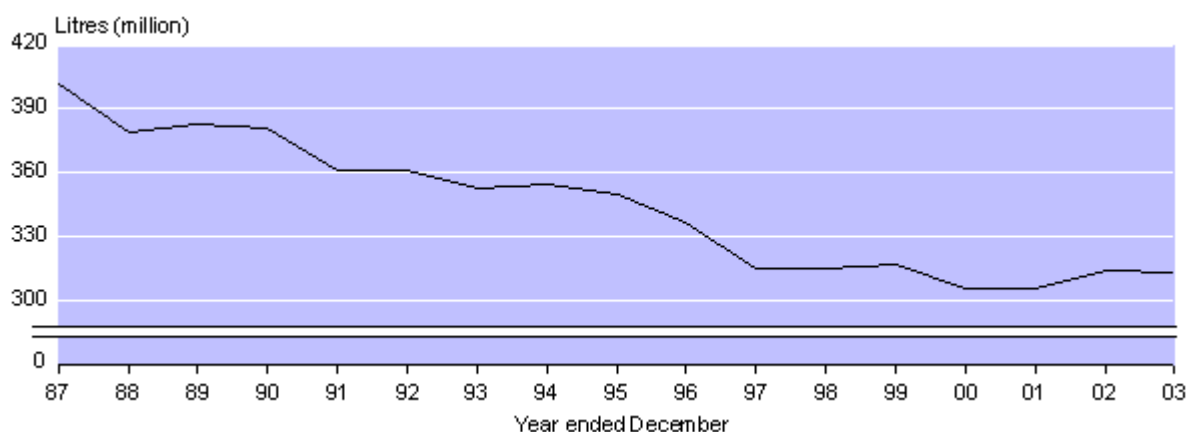
### Beer available for consumption

The volume of beer available for consumption fell to 313.5 million litres during the December 2003 year, a decrease of 0.3 percent compared with the December 2002 year. Beer constituted 71.8 percent of the alcoholic beverage available for consumption in the December 2003 year compared with 72.4 percent in the December 2002 year, and 82.7 percent in the December 1994 year. The figures for the volume of beer available for consumption exclude beer brewed by households.

In the December 2003 year, 292.9 million litres, or 93.4 percent of the beer available for consumption, was supplied by domestic production, and 20.7 million litres, or 6.6 percent, were imported. The volume of imported beer rose by 1.7 percent in the December 2003 year, compared with the December 2002 year. The ratio of imported beer to domestically produced beer has risen by 0.2 percent over the same period.

In the year ended December 2003, exports of beer totalled 14.2 million litres. Beer with an alcohol content between 4.36 and 5.0 percent contributed 92 percent of the total exports in the December 2003 year.

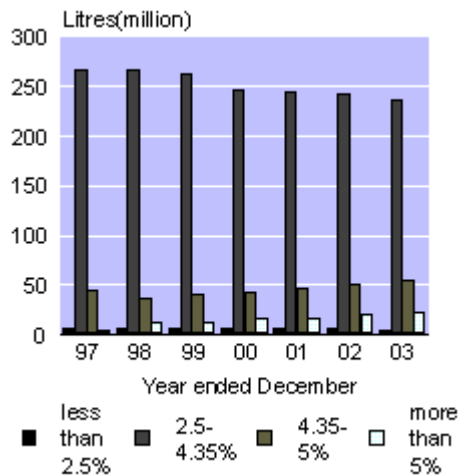
### Volume of Available Beverage - Beer



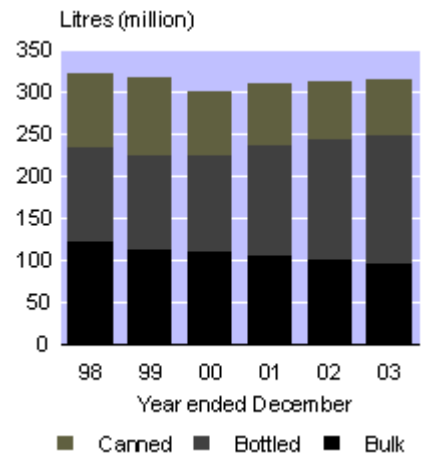
The Beer Production Survey, which measures the volume of beer produced for sale by domestic breweries, by packaging type, reported an increase of 1.1 percent to 313 million litres in the December 2003 year. Bottled beer rose 7.2 percent, while canned beer decreased 1.5 percent and bulk beer decreased 5.6 percent in the same period.

In the December 2003 year, bottled beer made up 48.4 percent of domestically produced beer. Bottled beer declined from a peak of 50.8 percent of domestic production in 1982 to a low of 20.5 percent in 1992. Since then there has been a steady increase in the proportion of bottled beer produced. By contrast, the domestic production level of bulk (tap) beer has generally been declining, falling from 47.9 percent of domestic production in 1991, to 30.7 percent in the December 2003 year.

## Volume of Beer by Strength



## Beer Production by Packaging Type



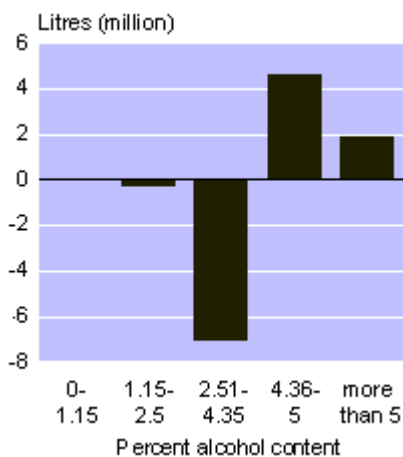
## Change in beer by pure alcohol content

The volume of pure alcohol available from beer has risen by 0.1 percent in the year ended December 2003 compared with the year ended December 2002, as the demand for beer with a higher alcohol content continues to increase.

The volume of beer available for consumption with an alcohol content of more than 5.0 percent increased by 9.0 percent to 21.7 million litres in the December 2003 year, compared with the December 2002 year. Beer with an alcohol content between 4.36 and 5.0 percent increased by 9.3 percent to 53.3 million litres during the same period. The availability of beer with an alcohol content of more than 4.35 percent has increased from 21.8 percent in the December 2002 year to 23.9 percent in the December 2003 year. Beer with an alcohol content of between 2.5 and 4.35 percent, which represents 75 percent of the volume of beer available for consumption, had a drop in volume of 2.9 percent in the December 2003 year, compared with the December 2002 year.

## Change in the Volume of Beer Available by Alcoholic Content

Year ended December 2003 compared with year ended December 2002



## Cigarettes and tobacco available for consumption

During the December 2003 year the number of cigarettes available for consumption fell to 2,367 million, a 16 percent decrease compared with December 2002. This follows an increase of 8.0 percent in the December 2002 year compared with the December 2001 year, and a decrease of 17.2 percent in the December 2001 year compared with the December 2000 year.

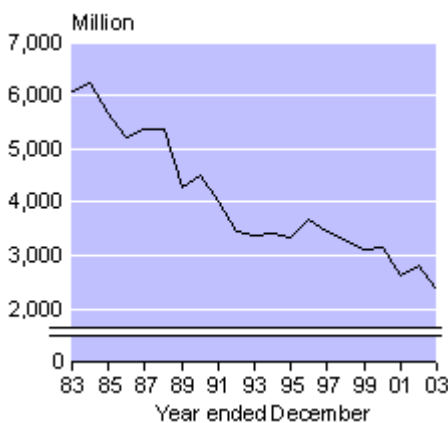
The number of cigarettes available for consumption in the year ended December 2003 is the lowest recorded since the series began in the year ended December 1973.

The number of cigarettes available for consumption peaked at 6,346 million in the December 1977 year. From 1985 to 1988, the level of cigarettes available for consumption was between 5,200 million and 5,700 million per year, falling to a level of 4,000 million to 4,500 million between 1989 and 1991. The number of cigarettes available for consumption has fallen below the 3,000 million level for the last three calendar years.

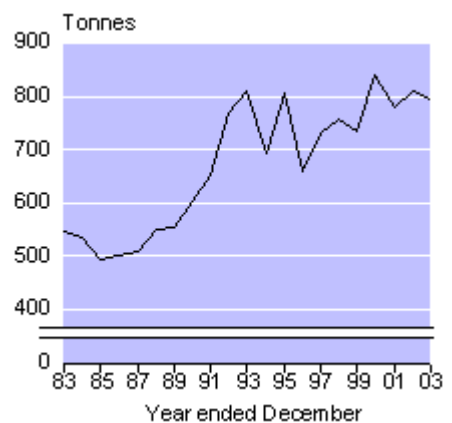
Tobacco available for consumption fell 1.8 percent to 795 tonnes in the year ended December 2003, compared with the year ended December 2002. This followed an increase of 3.8 percent in the year ended December 2002, compared with the year ended December 2001.

The volume of cigarettes and tobacco available for consumption represents tobacco products cleared for local consumption on which duty has been paid. The volume of cigarettes and tobacco made available for consumption is sensitive to the changes in excise duty, which may affect the comparisons between years. Caution should be used in interpreting these figures to represent actual consumption.

### Cigarettes Available for Consumption



### Tobacco Available for Consumption



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# Technical Notes

## General

The statistics contained in this release are a measure of the amounts of alcoholic beverage and tobacco released to the market and therefore available for consumption. They do not necessarily apply to actual consumption. Information is not available to measure the change in level of stocks that may be held pending sale and therefore not yet consumed. The figures also exclude the production of alcoholic beverages by households.

## Beer

The volume of beer available for consumption is obtained from New Zealand Customs Service figures on beer produced for local consumption on which duty has been paid, and Statistics New Zealand External Trade Statistics. Domestically produced beer with less than 1.15 percent alcohol content is excluded from these statistics. The estimates of beer available for consumption also excludes beer produced by private individuals with home-brewing equipment.

The volume of alcohol available from beer is calculated using the five categories used to calculate excise duty. These categories being:

1. Not more than 1.15 percent alcohol volume (External Trade Statistics only).
2. More than 1.15 percent but not more than 2.5 percent alcohol volume.
3. More than 2.5 percent but not more than 4.35 percent alcohol volume.
4. More than 4.35 percent but not more than 5.0 percent alcohol volume.
5. More than 5.0 percent alcohol volume.

The volume of beverage in each category is multiplied by 0.0115, 0.01825, 0.04, 0.04675, and 0.051 respectively. This converts the volume of beer available for consumption to the volume of alcohol available for consumption.

The factor of 0.04 was chosen to calculate the volume of alcohol available for consumption of beer containing more than 2.5 percent but not more than 4.35 percent alcohol. The majority of beers produced in this range are made up of 4.0 percent alcohol content.

## Wine

The volume of wine available for consumption is obtained from New Zealand Customs Service figures on wine produced for local consumption on which duty has been paid, and Statistics New Zealand External Trade Statistics. Domestically produced wine with less than 1.15 percent alcohol content is excluded from these statistics. The estimates of wine available for consumption also excludes wine produced by private individuals with winemaking equipment.

The volume of table wine available is multiplied by 0.11 and the volume of fortified wine is multiplied by 0.18. This calculates the volume of alcohol available in these wines. The results of the "Study of the Alcohol Content of Alcoholic Beverages" conducted by the DSIR between 1976 and 1987 are used to determine the average alcoholic content of table and fortified wine.

## **Spirits**

The volume of spirits and spirit-based beverages available for consumption is obtained from New Zealand Customs Service figures on locally produced/bottled spirits on which duty has been paid, and Statistics New Zealand External Trade Statistics.

The data used to calculate available spirits is expressed in absolute alcohol content. However, spirit-based beverages which have an alcohol content of less than 23 percent are expressed in litres. The volume of alcohol content in spirit-based drinks is calculated using the five categories used to calculate excise duty. These categories being:

1. Not more than 2.5 percent alcohol volume.
2. More than 2.5 percent but not more than 6 percent alcohol volume.
3. More than 6 percent but not more than 9 percent alcohol volume.
4. More than 9 percent but not more than 14 percent alcohol volume.
5. More than 14 percent but not more than 23 percent alcohol volume.

The volume of beverage in each category is multiplied by 0.015, 0.045, 0.08, 0.11, and 0.18 respectively. This converts the volume of spirit-based drinks available for consumption to the volume of alcohol available for consumption.

## **Alcohol per person**

Statistics New Zealand quarterly population estimates are used.

## **Cigarettes and tobacco**

The amount of cigarettes and tobacco available for consumption is obtained from Statistics New Zealand External Trade Statistics and New Zealand Customs Service figures on tobacco products cleared for local consumption on which duty has been paid.

## **More information**

For more information about [alcohol](#), [cigarettes and totacoo](#), follow the links from the Technical notes of this release.

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### Next release ...

*Alcohol and Tobacco Available for Consumption: Year ended December 2004* will be released in February 2005.

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## Tables

The following tables can be downloaded from the Statistics New Zealand website in Excel 97 format. If you do not have access to Excel 97 or higher, you may use the [Excel file viewer](#) to view, print and export the contents of the file.

### List of tables

1. Alcohol and tobacco available for consumption
2. Alcohol available for consumption, volume of pure alcohol available
3. Beer production