

# Beverages Export of New Zealand: The Comprehensive Trade Overview

Beverages and liquid consumables that are consumed for hydration, refreshment, and nutrition all over the world have been a globally traded commodity due to their cultural importance and corporate globalization. New Zealand, an island country in the southwestern Pacific Ocean, sharing borders with Australia and island nations like Fiji and Tonga to the southeast and south direction, has recorded itself as the leading exporter of beverages due to the strong export volume and the comprehensive trade access from multiple FTAs. [New Zealand Import Data](#) says that the temperate climate of the region and the high-quality water resources for processing and bottling have benefited the overall export trade of beverages.

The low level of industrial pollution and the robust food safety and export control measures have resulted in an export trade value of beverages worth 7 billion US dollars in 2024. The large preferential tariff rates into key markets and the well-developed ports with container connectivity have substantially contributed to the beverage export. Subscribe to Import Globals, the leading New Zealand import export trade provider, to stay updated with the latest information regarding the beverages export of beverages via the New Zealand trade data.

## **GOVERNMENT INITIATIVES SUPPORTING THE EXPORT OF BEVERAGES IN NEW ZEALAND IN 2024**

The Ministry for Primary Industries' plan for doubling export value by 2024 was launched with an aim to maximize the trade opportunities and minimize the non-tariff barriers. It has served as a plan to explicitly cover the food and beverage chain, as the focus on the non-tariff barriers and regulatory systems has promoted the navigation of the exporters throughout the overseas market. The support for exporting innovative food and fibre products has provided investment in R&D, pilot-scale trials, and innovation hubs. This has benefited the beverage exporters by providing them with reliable access to specialist infrastructure. It has increased the ability of the beverage producers to scale up their export levels.

The Digital Trade Certification System is introduced for export certification for free sale certificates. It has promoted faster certification with lower delays and easier compliance for exports. It has substantially reduced the cost-time barrier for reliable entry into the export market. The red tape reduction for food exports by the government in 2024 has streamlined

the exemption pathway. It has made the alignment with overseas standards easier for the beverage exporters while reducing the cost risk for faster market entry.

## **THE LEADING VARIANTS OF BEVERAGES EXPORTED FROM NEW ZEALAND**

New Zealand, with its rapid integration into supply chain management and proper fulfilment of the globally increasing demand for beverages, has recorded diversification in its export portfolio. According to the [New Zealand Export Data](#), the top 10 leading variants of beverages exported from the nation in 2024 are,

- Apple juice - The annual valuation of Apple juice exported from New Zealand in 2024 - 1.87 billion US dollars
- Kiwifruit juice- The annual valuation of Kiwifruit juice exported from New Zealand in 2024 - 998 million US dollars
- Bottled water- The annual valuation of Bottled water exported from New Zealand in 2024 - 869 million US dollars
- Vodka- The annual valuation of Vodka exported from New Zealand in 2024 - 795 million US dollars
- Gin- The annual valuation of Gin exported from New Zealand in 2024 - 687 million US dollars
- Whisky- The annual valuation of Whisky exported from New Zealand in 2024 - 596 million US dollars
- Flavoured milk drinks- The annual valuation of Flavoured milk drinks exported from New Zealand in 2024 - 478 million US dollars
- Soft drink carbonates- The annual valuation of soft drink carbonates exported from New Zealand in 2024 - 392 million US dollars
- Cider- The annual valuation of Cider exported from New Zealand in 2024 - 287 million US dollars
- Sparkling wine- The annual valuation of Sparkling wine exported from New Zealand in 2024 - 225 million US dollars

## **TOP 10 EXPORT TRADE PARTNERS OF NEW ZEALAND IN 2024**

The country, with its effective supply of beverages as per the globally increasing demand, has established suitable trade relationships with the topmost importing destinations. As per the **New Zealand Customs Data**, the top 10 export trade partners of the nation for beverages exported in 2024 are,

- China - The total valuation of beverages exported from New Zealand to China in 2024 - 1.98 billion US dollars

#### Top 5 variants of beverages exported

- Water
- Sparkling water
- Mineral water
- Flavoured water
- Tonic water
- United States- The total valuation of beverages exported from New Zealand to United States in 2024 - 919 million US dollars

#### Top 5 variants of beverages exported

- Coconut water
- Lemonade
- Cola
- Orange soda
- Ginger ale
- Australia- The total valuation of beverages exported from New Zealand to Australia in 2024 - 876 million US dollars

#### Top 5 variants of beverages exported

- Root beer
- Energy drink
- Sports drink
- Isotonic drink
- Herbal infusion drink
- Japan- The total valuation of beverages exported from New Zealand to Japan in 2024 - 789 million US dollars

#### Top 5 variants of beverages exported

- Iced tea
- Sweet tea

- Green tea
- Black tea
- White tea
- South Korea- The total valuation of beverages exported from New Zealand to South Korea in 2024 - 697 million US dollars

#### Top 5 variants of beverages exported

- Oolong tea
- Bubble tea (boba)
- Matcha latte
- Coffee
- Espresso
- Singapore- The total valuation of beverages exported from New Zealand to Singapore in 2024 - 577 million US dollars

#### Top 5 variants of beverages exported

- Cappuccino
- Latte
- Mocha
- Cold brew coffee
- Iced coffee
- United Kingdom- The total valuation of beverages exported from New Zealand to the United Kingdom in 2024 - 487 million US dollars

#### Top 5 variants of beverages exported

- Americano
- Macchiato
- Hot chocolate
- Chocolate milk
- Malted drink
- Indonesia- The total valuation of beverages exported from New Zealand to Indonesia in 2024 - 397 million US dollars

#### Top 5 variants of beverages exported

- Protein shake
- Smoothie
- Fruit juice
- Orange juice
- Apple juice
- Taiwan- The total valuation of beverages exported from New Zealand to Taiwan in 2024 - 287 million US dollars

#### Top 5 variants of beverages exported

- Lime juice
- Mixed fruit nectar
- Milk
- Skimmed milk
- Full-cream milk
- Malaysia- The total valuation of beverages exported from New Zealand to Malaysia in 2024 - 265 million US dollars

#### Top 5 variants of beverages exported

- Soy milk
- Oat milk
- Coconut milk beverage
- Rice milk
- Buttermilk