

Embargoed until 10:45am – 19 February 2010

Alcohol and Tobacco Available for Consumption: Year ended December 2009

Highlights

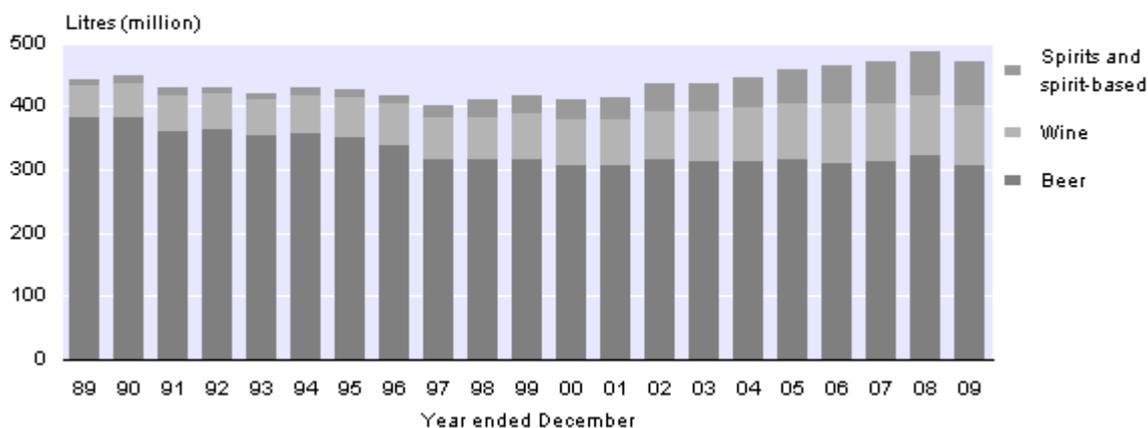
For the December 2009 year compared with the December 2008 year unless otherwise stated:

- The total volume of alcoholic beverage available for consumption declined 3.1 percent, down to 471.1 million litres.
- The volume of pure alcohol available per person aged 15 years and over fell 2.4 percent to 9.3 litres.
- Beer available for consumption declined 5.1 percent to 306.2 million litres, led by beer with an alcohol content of between 2.5 and 4.35 percent.
- The volume of wine available for consumption increased 1.1 percent, to 95.3 million litres.
- The availability of spirit-based drinks (less than 23 percent alcohol content) fell slightly, down 0.1 percent to 59.1 million litres.
- The number of cigarettes available for consumption declined 4.5 percent, to 2.4 billion.

Total Volume of Alcoholic Beverage Available for Consumption

By beverage type

1989–2009



Geoff Bascand
Government Statistician

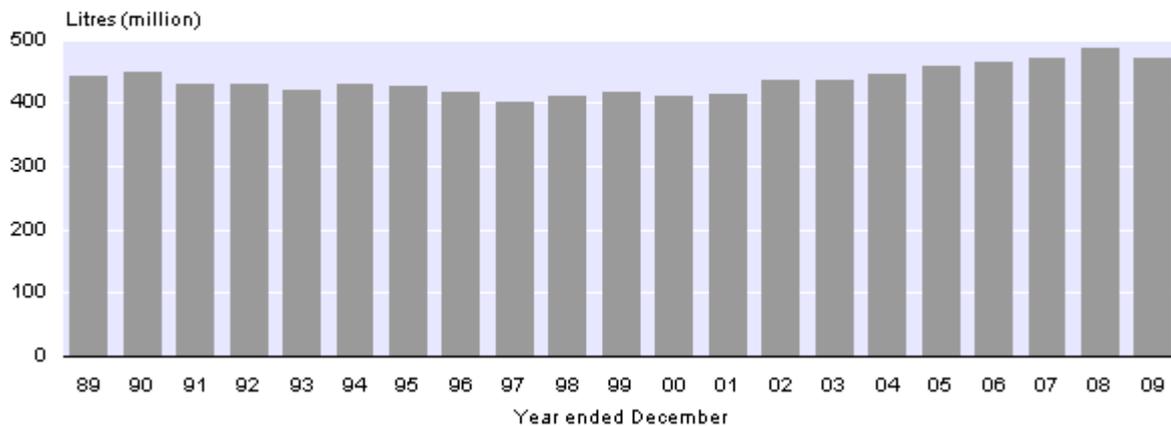
19 February 2010
ISSN 1178-0401

Commentary

Total alcoholic beverage available for consumption

The total volume of alcoholic beverage available for consumption during the December 2009 year decreased 15.3 million litres, down 3.1 percent from 2008 to 471.1 million litres, a level similar to the December 2007 year. This is the first decline following eight years of annual increases. A fall in the volume of beer, down 16.3 million litres (5.1 percent), was the main contributor to the decline.

Total Volume of Alcoholic Beverage Available for Consumption
1989–2009



Total pure alcohol available for consumption

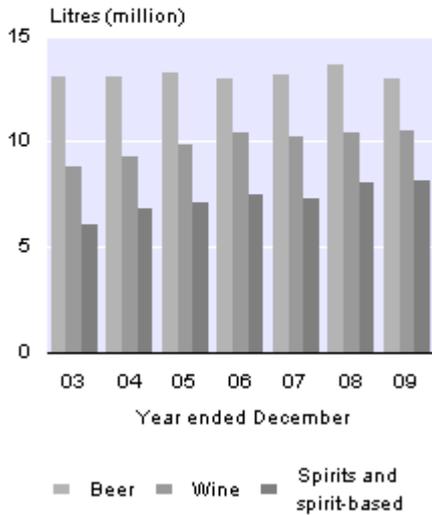
The pure alcohol available for consumption time series are a measure of the alcohol content contained within the various alcoholic beverages.

The total volume of pure alcohol available for consumption was 31.7 million litres during 2009, a decrease of 1.3 percent from 2008. The volume of pure alcohol available from wine increased 1.1 percent to 10.5 million litres, and for total spirits and spirit-based drinks, the increase was 1.8 percent, up to 8.2 million litres. The total volume of pure alcohol available from beer was 13.0 million litres, a 4.9 percent decrease.

The volume of pure alcohol available per person aged 15 years and over decreased 2.4 percent from 2008, down to 9.3 litres.

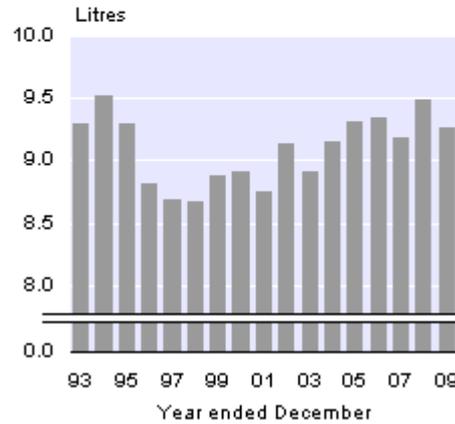
Total Volume of Pure Alcohol Available for Consumption

By beverage type
2003–09



Volume of Pure Alcohol Available for Consumption

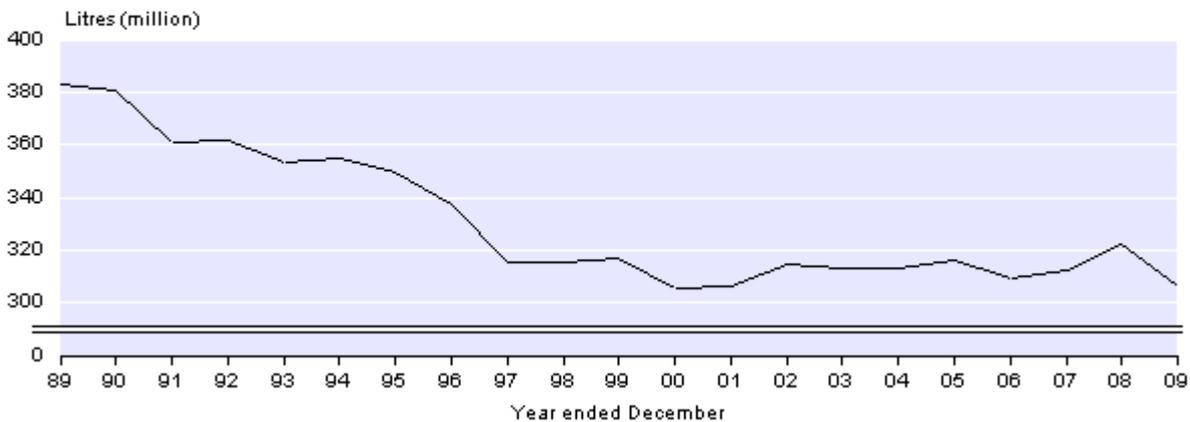
Per head of population aged 15 years and over
1993–2009



Beer

The volume of beer available for consumption in 2009 fell 5.1 percent, down to 306.2 million litres. Beer is still the most popular type of alcoholic beverage in New Zealand and it contributed 65.0 percent of the total volume of alcoholic beverage available for consumption in 2009, down from 66.3 percent in 2008. Beer's proportion has been in decline since 1992, when its proportion of the total volume of alcoholic beverage available for consumption was 84.2 percent.

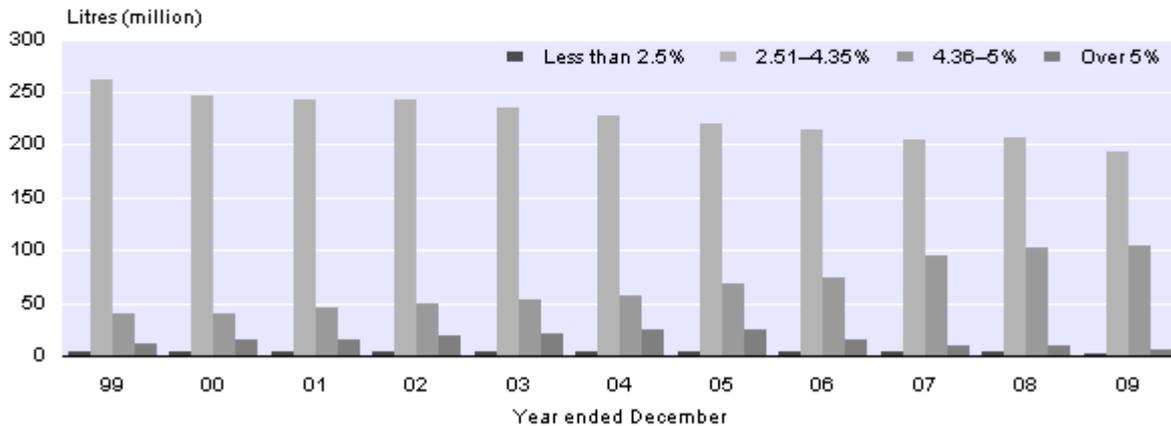
Volume of Beer Available for Consumption
1989–2009



Of the total decrease in the volume of beer available for consumption in 2009 (16.3 million litres), the major contributor was beer with an alcohol content of between 2.5 and 4.35 percent, which was down 14.2 million litres from 2008. Beer with an alcohol content greater than 5 percent decreased 2.1 million litres, and beer with an alcohol content of less than 2.5 percent declined slightly, down 0.3 million litres. Meanwhile, volumes of beer with an alcohol content of between 4.36 and 5 percent rose slightly, up 0.3 million litres.

Volume of Beer Available for Consumption

By alcohol content
1999–2009



Wine

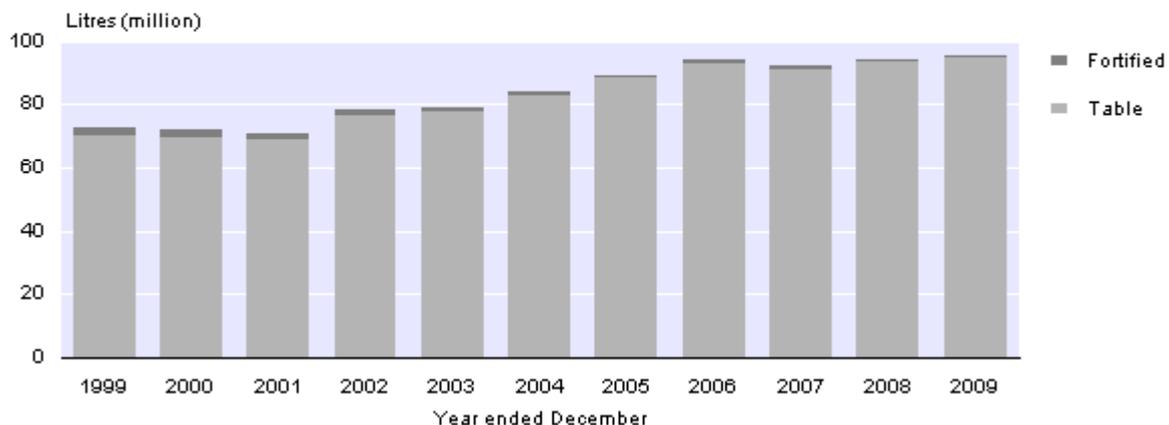
The total volume of wine available for consumption in 2009 was 95.3 million litres, up 1.1 percent compared with the previous year. Wine contributed 20.2 percent of the total volume of alcoholic beverage available in 2009, compared with 19.4 percent in 2008.

Table wine (up to 14 percent alcohol by volume) increased by 1.2 million litres (1.3 percent) in 2009 compared with the previous year, and contributed 99.3 percent of total wine available for consumption.

The volume of fortified wine (greater than 14 percent alcohol by volume) decreased by 97,000 litres (12.6 percent) in 2009.

Volume of Wine Available for Consumption

By wine type
1999–2009



Spirits and spirit-based drinks

The total volume of spirits and spirit-based drinks available for consumption fell slightly, down just 0.1 percent to 69.6 million litres during 2009.

Spirits and spirit-based drinks now represent 14.8 percent of the total volume of alcoholic beverage available for consumption. The total share of spirits and spirit-based drinks has increased steadily since 1995.

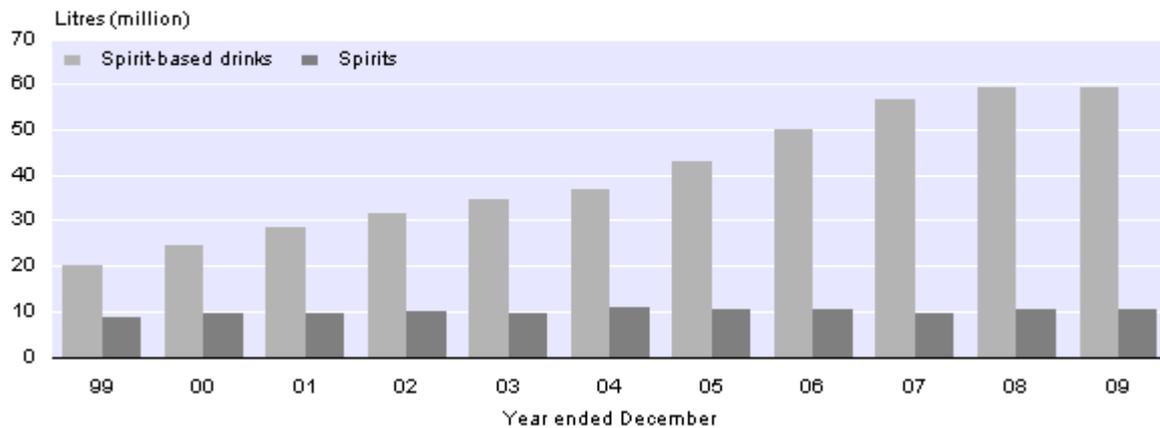
The volume of spirits (containing more than 23 percent alcohol) available for consumption rose slightly, up just 0.1 percent to 10.5 million litres in 2009.

The availability of spirit-based drinks (containing not more than 23 percent alcohol) fell slightly, down just 0.1 percent to 59.1 million litres during 2009. This decrease is the first since the series began in 1995. Spirit-based drinks alone make up 12.6 percent of the total alcoholic beverage available for consumption, and 94.5 percent of these have an alcohol content of between 2.5 and 9 percent.

In the year ended December 2009, the total volume of pure alcohol available from spirits and spirit-based drinks increased 1.8 percent. The volume of pure alcohol available for consumption from spirit-based drinks increased 3.9 percent, and that available from spirits increased 0.1 percent.

Volume of Spirit-based Drinks and Spirits Available for Consumption

1999–2009



Cigarettes and tobacco

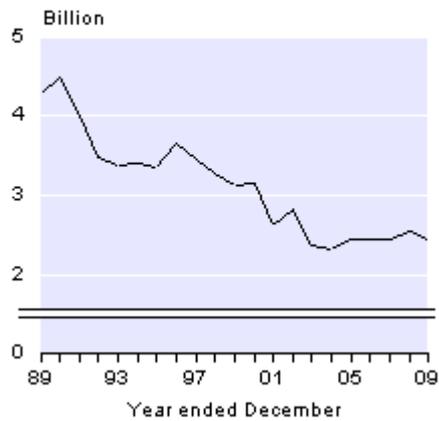
During the December 2009 year, the number of cigarettes available for consumption decreased 4.5 percent, to 2.4 billion; a level similar to the 2005, 2006, and 2007 years.

Until the December 2009 year, the number of cigarettes available for consumption had been gradually increasing since 2004, although the recent peak in 2008 of 2.6 billion cigarettes was significantly less than the peak in 1977 when there were 6.3 billion cigarettes available.

In 2009 compared with 2008, the volume of tobacco available for consumption decreased 1.6 percent to 856 tonnes. Overall, the volume of tobacco has been generally increasing since 1985. This is the first time since 2003 that a decrease in cigarettes available has coincided with a decrease in tobacco available.

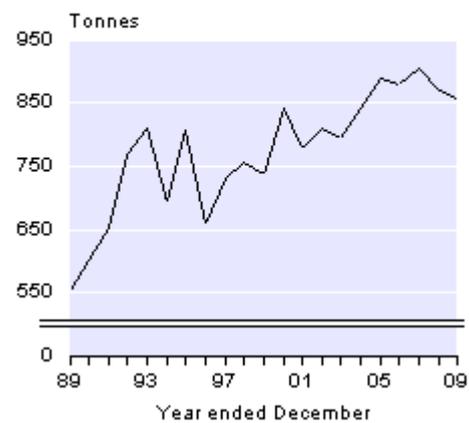
Cigarettes Available for Consumption

1989–2009



Tobacco Available for Consumption

1989–2009



For technical information contact:
Scott Davis or Sarah Ulrich
Christchurch 03 964 8700
Email: info@stats.govt.nz

Next release ...

Alcohol and Tobacco Available for Consumption: Year ended December 2010 will be released in February 2011.

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. The statistics do not necessarily apply to actual consumption. Information is not available to measure the change in the 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 (NZCS) 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 exclude 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 are:

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 percent alcohol volume
5. more than 5 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 of beer containing more than 2.51 percent but not more than 4.35 percent alcohol because the majority of beers produced in this range have 4.0 percent alcohol content.

Wine

The volume of wine available for consumption is obtained from NZCS figures on wine produced for local consumption on which duty has been paid, and from Statistics NZ 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, to calculate the volume of alcohol available in these wines. Results of the Study of the Alcohol Content of Alcoholic Beverages conducted by the then Department of Scientific and Industrial Research (DSIR) between 1976 and 1987 are used to determine the average alcohol content of table and fortified wine.

Spirits

The volume of spirits and spirit-based beverages available for consumption is obtained from NZCS figures on locally produced/bottled spirits on which duty has been paid, and from Statistics NZ 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 are:

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.

Alcohol per person

Statistics NZ quarterly population estimates are used.

Cigarettes and tobacco

The amount of cigarettes and tobacco available for consumption is obtained from Statistics NZ external trade statistics and NZCS figures on tobacco products cleared for local consumption on which duty has been paid.

More information

For more information, see [alcohol for consumption statistics](#) and [cigarettes and tobacco statistics](#) on the Statistics NZ website (www.stats.govt.nz).

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Tables

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

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

Alcohol and Tobacco Available for Consumption: Year ended December 2009

Table 1

Alcohol and Tobacco Available for Consumption⁽¹⁾

	Volume of available beverage								Volume of available tobacco	
	Table wine ⁽²⁾	Fortified wine ⁽³⁾	Total wine	Beer	Spirit-based drinks ⁽⁴⁾	Spirits ⁽⁵⁾	Total spirits and spirit-based drinks	Total	Tobacco	Cigarettes
	ALC.SAFE	ALC.SAFF	ALC.SAFZ	ALC.SAAZ	ALC.SACA	ALC.SACB	ALC.SACZ	ALC.SAZZ	SEP.SBC3A	SEP.SBC3B
Litres (million)								Tonnes	Million	
Year ended December										
2004	82.732	1.083	83.815	312.888	37.008	11.022	48.030	444.733	841	2,320
2005	88.308	0.940	89.248	315.865	43.135	10.592	53.727	458.840	889	2,436
2006	92.834	0.909	93.743	309.490	50.171	10.541	60.713	463.946	879	2,439
2007	91.153	0.959	92.112	312.205	56.733	9.290	66.023	470.340	904	2,445
2008	93.454	0.766	94.220	322.490	59.193	10.487	69.680	486.391	870	2,550
2009	94.626	0.669	95.295	306.181	59.135	10.498	69.632	471.109	856	2,436
Quarter										
2007 Dec	25.833	0.252	26.085	100.930	18.756	2.891	21.647	148.662	347	838
2008 Mar	17.995	0.155	18.150	80.515	13.760	2.145	15.905	114.570	91	388
Jun	20.845	0.207	21.052	77.731	16.010	2.920	18.930	117.713	199	570
Sep	21.383	0.176	21.559	65.945	10.747	2.375	13.122	100.626	204	575
Dec	33.231	0.228	33.459	98.299	18.676	3.048	21.723	153.482	376	1,017
2009 Mar	19.404	0.128	19.532	74.714	12.222	1.868	14.090	108.335	78	296
Jun	22.698	0.181	22.879	69.615	15.624	2.037	17.660	110.154	262	626
Sep	21.511	0.163	21.673	67.040	11.633	2.212	13.845	102.558	212	704
Dec	31.014	0.198	31.211	94.812	19.656	4.382	24.038	150.062	304	810
Percentage change from previous December year										
2005	6.7	-13.2	6.5	1.0	16.6	-3.9	11.9	3.2	5.6	5.0
2006	5.1	-3.3	5.0	-2.0	16.3	-0.5	13.0	1.1	-1.0	0.1
2007	-1.8	5.5	-1.7	0.9	13.1	-11.9	8.7	1.4	2.8	0.3
2008	2.5	-20.2	2.3	3.3	4.3	12.9	5.5	3.4	-3.7	4.3
2009	1.3	-12.6	1.1	-5.1	-0.1	0.1	-0.1	-3.1	-1.6	-4.5
Percentage change from same quarter previous year										
2008 Dec	28.6	-9.6	28.3	-2.6	-0.4	5.4	0.4	3.2	8.3	21.3
2009 Mar	7.8	-17.5	7.6	-7.2	-11.2	-12.9	-11.4	-5.4	-14.9	-23.7
Jun	8.9	-12.7	8.7	-10.4	-2.4	-30.2	-6.7	-6.4	31.6	9.8
Sep	0.6	-7.4	0.5	1.7	8.2	-6.9	5.5	1.9	4.0	22.4
Dec	-6.7	-13.3	-6.7	-3.5	5.2	43.8	10.7	-2.2	-19.0	-20.3

(1) Alcohol and tobacco available for consumption are calculated from production for domestic consumption plus imports less re-exports. This table does not include alcoholic beverages produced by households.

(2) Table wine has an alcohol content less than or equal to 14 percent, and includes wine made from grapes or any other fruits, vegetables, or aromatic substances.

(3) Fortified wine has an alcohol content greater than 14 percent, and includes any wine made from grapes, other fruits, vegetables or aromatic substances.

(4) Spirit-based drinks have an alcohol content less than or equal to 23 percent. They include RTDs (ready-to-drink beverages), and wines that are spirit-based.

(5) Spirits have an alcohol content greater than 23 percent.

Alcohol and Tobacco Available for Consumption: Year ended December 2009

Table 2

Alcohol Available for Consumption⁽¹⁾
Volume of pure alcohol available⁽²⁾

	Table wine ⁽³⁾	Fortified wine ⁽⁴⁾	Total wine	Beer	Spirit-based drinks ⁽⁵⁾	Spirits ⁽⁶⁾	Total spirits and spirit-based Drinks	Total	Alcohol available for consumption per person 15 years and over
	ALC.SALFE	ALC.SALFF	ALC.SALFZ	ALC.SALAZ	ALC.SALCA	ALC.SALCB	ALC.SALCZ	ALC.SALZZ	ALC.SAL1
	Litres (million)								Litres

Year ended December

2004	9.101	0.195	9.296	13.102	2.220	4.629	6.849	29.246	9.146
2005	9.714	0.169	9.883	13.296	2.618	4.449	7.067	30.246	9.314
2006	10.212	0.164	10.375	13.000	3.014	4.427	7.441	30.817	9.340
2007	10.027	0.173	10.200	13.170	3.442	3.902	7.344	30.713	9.186
2008	10.280	0.138	10.418	13.641	3.632	4.405	8.036	32.095	9.487
2009	10.409	0.120	10.529	12.972	3.773	4.409	8.182	31.683	9.262

Quarter

2007	Dec	2.842	0.045	2.887	4.267	1.123	1.214	2.337	9.491	2.827
2008	Mar	1.979	0.028	2.007	3.399	0.821	0.901	1.722	7.128	2.116
	Jun	2.293	0.037	2.330	3.296	0.996	1.226	2.222	7.848	2.324
	Sep	2.352	0.032	2.384	2.780	0.674	0.998	1.671	6.835	2.019
	Dec	3.655	0.041	3.696	4.166	1.141	1.280	2.421	10.284	3.028
2009	Mar	2.134	0.023	2.157	3.162	0.762	0.784	1.547	6.866	2.014
	Jun	2.497	0.033	2.529	2.940	1.008	0.855	1.864	7.333	2.144
	Sep	2.366	0.029	2.395	2.846	0.742	0.929	1.671	6.912	2.014
	Dec	3.412	0.036	3.447	4.024	1.260	1.840	3.101	10.572	3.089

Percentage change from previous December year

2005	6.7	-13.2	6.3	1.5	18.0	-3.9	3.2	3.4	1.8
2006	5.1	-3.3	5.0	-2.2	15.1	-0.5	5.3	1.9	0.3
2007	-1.8	5.5	-1.7	1.3	14.2	-11.9	-1.3	-0.3	-1.6
2008	2.5	-20.2	2.1	3.6	5.5	12.9	9.4	4.5	3.3
2009	1.3	-12.6	1.1	-4.9	3.9	0.1	1.8	-1.3	-2.4

Percentage change from same quarter previous year

2008	Dec	28.6	-9.6	28.0	-2.4	1.7	5.4	3.6	8.4	7.1
2009	Mar	7.8	-17.5	7.5	-7.0	-7.1	-12.9	-10.2	-3.7	-4.8
	Jun	8.9	-12.7	8.5	-10.8	1.2	-30.2	-16.1	-6.6	-7.7
	Sep	0.6	-7.4	0.5	2.4	10.2	-6.9	0	1.1	-0.3
	Dec	-6.7	-13.3	-6.7	-3.4	10.4	43.8	28.1	2.8	2.0

(1) Alcohol available for consumption is calculated from production for domestic consumption plus imports less re-exports. This table does not include alcoholic beverages produced by households.

(2) See the technical notes of this release for information on calculating volume of available alcohol.

(3) Table wine has an alcohol content less than or equal to 14 percent, and includes all wines made from grapes, other fruits, vegetables, or aromatic substances.

(4) Fortified wine has an alcohol content greater than 14 percent, and includes wines made from grapes, other fruits, vegetables, or aromatic substances.

(5) Spirit-based drinks have an alcohol content less than or equal to 23 percent. They include RTDs (ready-to-drink beverages), and wines that are spirit based.

(6) Spirits have an alcohol content greater than 23 percent.