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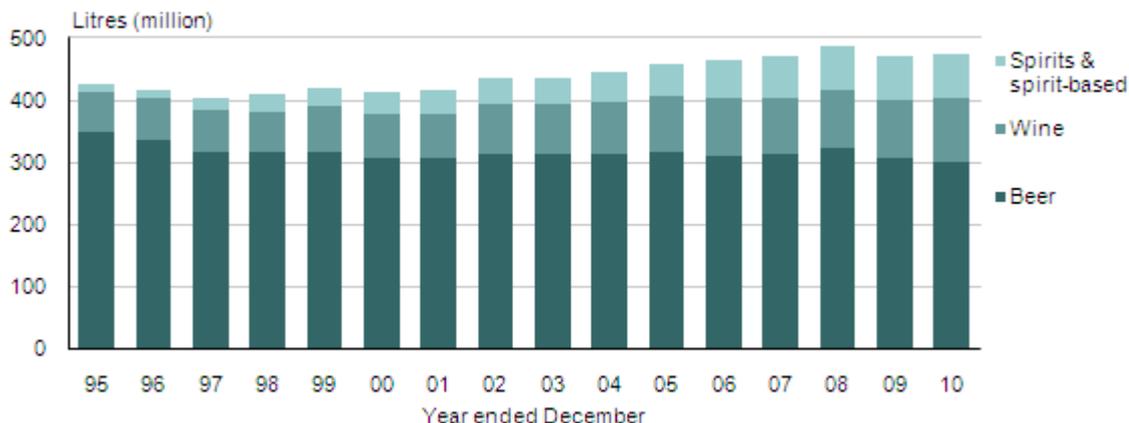
Alcohol Available for Consumption: Year ended December 2010

Highlights

For the year ended December 2010 compared with the year ended December 2009 unless otherwise stated:

- The total volume of alcoholic beverage available for consumption increased 0.6 percent to 474 million litres.
- The volume of pure alcohol available for consumption rose 5.5 percent to 33 million litres.
- The volume of pure alcohol available per person aged 15 years and over rose 3.7 percent to 9.6 litres.
- The volume of wine available for consumption increased 7.7 percent to 103 million litres.
- The volume of spirits (more than 23 percent alcohol content) rose 20 percent to 13 million litres.
- The volume of beer available for consumption declined 2.2 percent to 299 million litres.

Total volume of alcoholic beverage available for consumption
By beverage type
1995–2010



Source: Statistics New Zealand

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Commentary

Total alcoholic beverage volumes rise slightly

The total volume of alcoholic beverage available for consumption rose 2.9 million litres (0.6 percent) to 474 million litres. This follows a 3.1 percent decrease in the year ended December 2009.

The increase was due to a rise in volumes of both wine, up 7.3 million litres (7.7 percent), and spirits and spirit-based drinks, up 2.4 million litres (3.5 percent). These rises were offset by a decline in the volume of beer available, down 6.8 million litres (2.2 percent).

Total pure alcohol volumes rise 5.5 percent

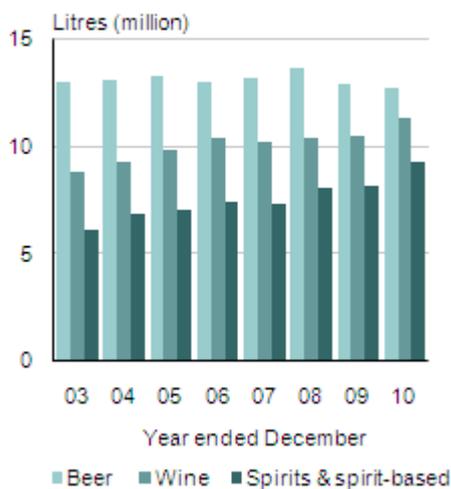
Pure alcohol available for consumption measures the alcohol content of the various alcoholic beverages.

The total volume of pure alcohol available for consumption rose 5.5 percent to 33 million litres in 2010, an increase of 1.8 million litres since 2009. This was a rise of 3.7 percent to 9.6 litres per person aged 15 years and over.

The volume of pure alcohol available:

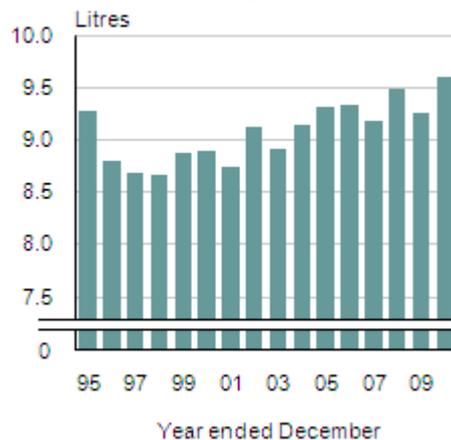
- from spirits (more than 23 percent alcohol content) increased 880,000 litres (20 percent) to 5.3 million litres
- from wine increased 808,000 litres (7.7 percent) to 11 million litres
- from spirit-based drinks (not more than 23 percent alcohol content) increased 266,000 litres (7.0 percent) to 4.0 million litres
- from beer decreased 198,000 litres (1.5 percent) to 13 million litres.

Total volume of pure alcohol available for consumption
By beverage type
2003–10



Source: Statistics New Zealand

Volume of pure alcohol available for consumption
Per person aged 15 years and over
1995–2010



Source: Statistics New Zealand

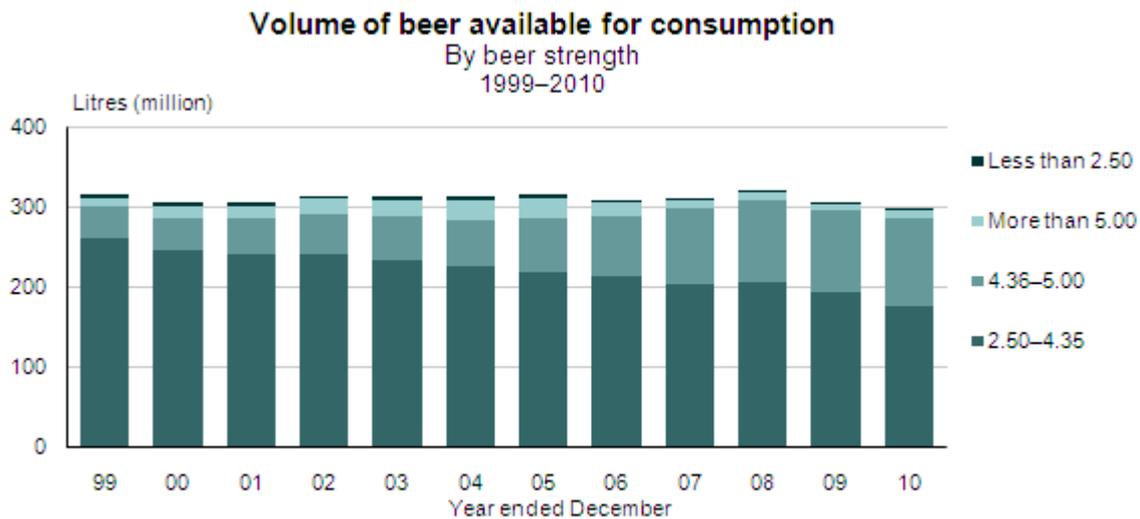
Beer volumes down

The total volume of beer available for consumption in 2010 fell 6.8 million litres (2.2 percent) to 299 million litres.

Although beer remains the most popular type of alcoholic beverage in New Zealand, its proportion of the total volume of alcoholic beverage available for consumption fell to 63 percent in 2010, down from 65 percent in 2009.

The volume of beer with an alcohol content of:

- less than 2.50 percent decreased 64,000 litres (2.1 percent) to 3.0 million litres
- 2.50 to 4.35 percent decreased 16 million litres (8.5 percent) to 176 million litres
- 4.36 to 5.00 percent increased 7.9 million litres (7.6 percent) to 112 million litres
- greater than 5.00 percent increased 1.8 million litres (26 percent) to 8.8 million litres.



Source: Statistics New Zealand

Wine volumes increase 7.7 percent

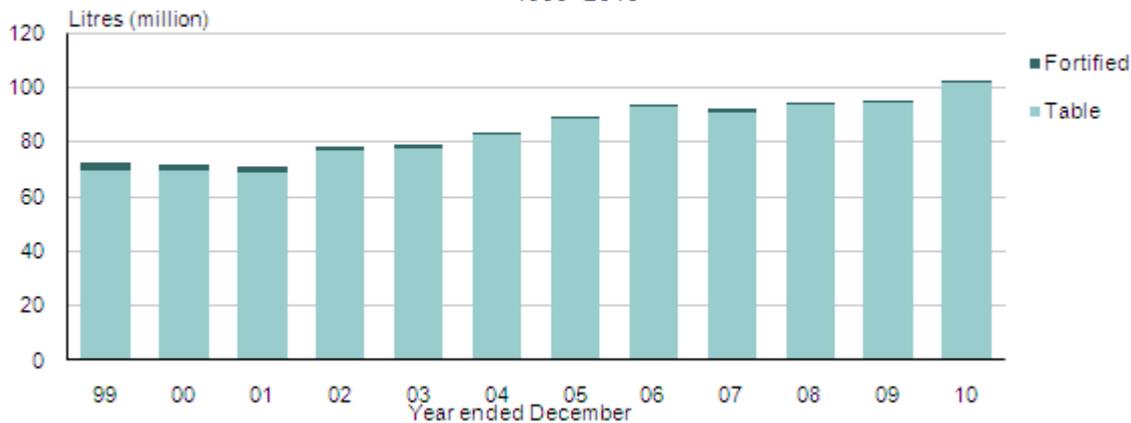
The total volume of wine available for consumption in 2010 was 103 million litres, up 7.3 million litres (7.7 percent) compared with 2009.

- Table wine (up to 14 percent alcohol by volume) increased 7.3 million litres (7.7 percent) to 102 million litres and contributed 99 percent of the total wine volume.
- Fortified wine (greater than 14 percent alcohol by volume) increased 37,000 litres (5.5 percent) to 706,000 litres.

Wine contributed 22 percent of the total volume of alcoholic beverage available in 2010, up from 20 percent in 2009.

Volume of wine available for consumption

By wine type
1999–2010



Source: Statistics New Zealand

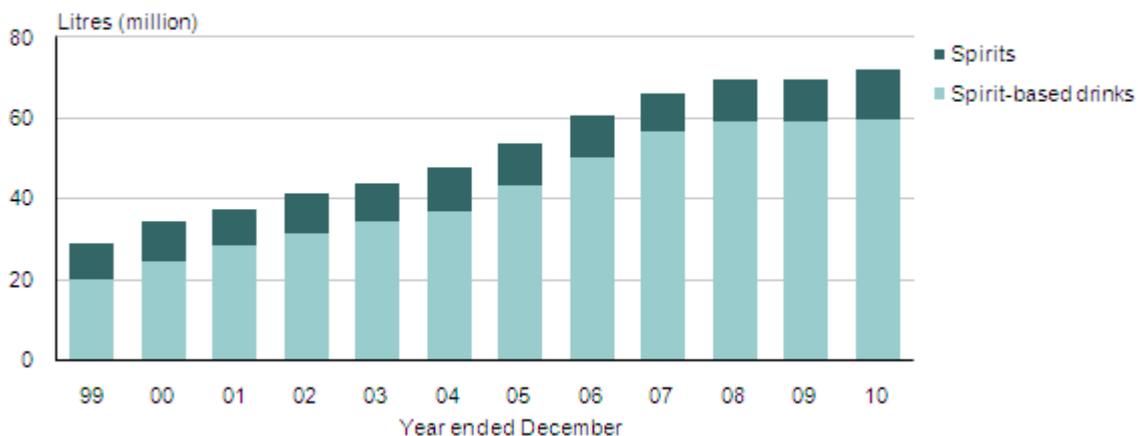
Spirits and spirit-based drinks volumes rise

The total volume of spirits and spirit-based drinks increased 2.4 million litres (3.5 percent) to 72 million litres during 2010. The increase was due to:

- spirits (containing more than 23 percent alcohol) increasing 2.1 million litres (20 percent) to 13 million litres
- spirit-based drinks (containing 23 percent alcohol or less) increasing 351,000 litres (0.6 percent) to 59 million litres.

Volume of spirit-based drinks and spirits available for consumption

1999–2010



Source: Statistics New Zealand

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Next release ...

Alcohol Available for Consumption: Year ended December 2011 will be released in February 2012.

Technical notes

What this release measures

The statistics in this release are a measure of the quantities of alcoholic beverage released to the domestic market, and therefore available for consumption. The statistics do not necessarily measure 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.

This release includes statistics for beer, spirits and spirit-based drinks, and wine.

Data quality

This release was formerly known as 'Alcohol and Tobacco Available for Consumption'. As of 1 September 2010 the tobacco available for consumption series was discontinued to meet Statistics NZ's obligation to ensure confidentiality of published statistical information.

Data sources

The volume of alcohol available for consumption is obtained from two sources: New Zealand Customs Service (NZCS) and Statistics New Zealand's merchandise trade statistics.

Data is obtained from NZCS figures on beer, spirits, spirit-based drinks, and wine produced for local consumption on which duty has been paid; and from Statistics NZ's merchandise trade statistics on imports less re-exports. Excluded from these statistics are domestically produced beer and wine with less than 1.15 percent alcohol content and alcoholic beverages produced by private individuals at home.

Accuracy of the data

Alcohol per person

The volume of pure alcohol available per person aged 15 years and over is calculated by dividing year ended total alcohol volumes by Statistics NZ's quarterly population estimates.

Calculating the volume of alcohol available from beer

The volume of alcohol available from beer is calculated using the five categories used by NZCS to calculate excise duty. To convert the volume of beer available for consumption the categories are multiplied by a conversion factor as follows:

Volume of alcohol available from beer	
Volume of alcohol (percent)	Conversion factor
Not more than 1.15	0.0115
More than 1.15 but not more than 2.50	0.01825
More than 2.50 but not more than 4.35	0.04
More than 4.35 but not more than 5.00	0.04675
More than 5.00	0.051

Calculating the volume of alcohol available from spirits and spirit-based drinks

The data used to calculate available spirits is expressed in absolute alcohol content. However, spirit-based beverages with an alcohol content of less than 23 percent are expressed in litres.

The volume of alcohol content in spirit-based drinks is calculated according to the five categories used by NZCS to calculate excise duty. To convert the volume of spirit-based drinks available for consumption the categories are multiplied by a conversion factor as follows:

Volume of alcohol available from spirits and spirit-based drinks	
Volume of alcohol (percent)	Conversion factor
Up to 2.5	0.015
More than 2.5 but not more than 6	0.045
More than 6 but not more than 9	0.08
More than 9 but not more than 14	0.11
More than 14 but not more than 23	0.18

Calculating the volume of alcohol available from wine

To calculate the volume of alcohol available in these wines the volume of table wine available is multiplied by 0.11 and the volume of fortified wine is multiplied by 0.18. 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.

More information

For more technical information, see [Information about the production statistics – alcohol available for consumption](#).

Timing

Timed statistical releases are delivered using postal and electronic services provided by third parties. Delivery of these releases may be delayed by circumstances outside the control of Statistics NZ. Statistics NZ accepts no responsibility for any such delays.

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Access more data on Infoshare

Use [Infoshare](#), a free online database to access a range of time-series data specific to your needs.

Tables

The following tables are printed with this Hot Off the Press and can also 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 available for consumption
2. Alcohol available for consumption, volume of pure alcohol available