

Alcohol Available for Consumption: Year ended December 2012

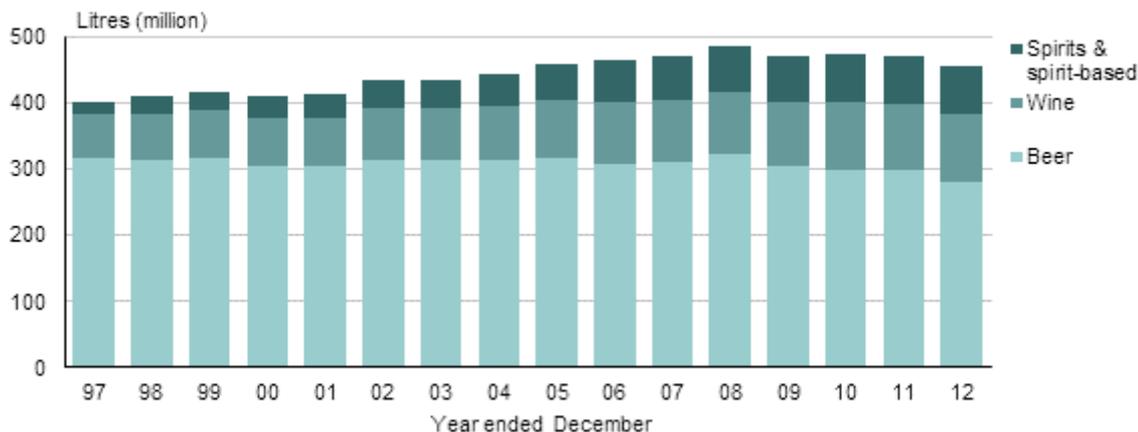
Embargoed until 10:45am – 25 February 2013

Key facts

For the year ended December 2012 compared with the year ended December 2011:

- The total volume of alcoholic beverage available for consumption decreased 3.3 percent, to 457 million litres.
- The volume of beer available fell 6.6 percent, to 280 million litres.
- The volume of pure alcohol available for consumption fell 0.6 percent, to 33 million litres.
- The volume of pure alcohol available per person aged 15 years and over fell 1.7 percent to 9.3 litres. This is equivalent to an average of 2.0 standard drinks per person per day.

Total volume of alcoholic beverage available for consumption
By type
1997–2012



Source: Statistics New Zealand

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Commentary

- Total alcoholic beverage volume falls
- Beer volume falls for most strengths
- Wine volume up 4.4 percent over the year
- Volume of spirits and spirit-based drinks steady
- Volume of pure alcohol available falls 0.6 percent
- Average number of standard drinks per person falls

Total alcoholic beverage volume falls

The total volume of alcoholic beverage available for consumption fell 15 million litres (3.3 percent) to 457 million litres in the year ended December 2012. This follows a 0.3 percent decrease for the December 2011 year and a 0.6 percent increase for the December 2010 year.

The decrease was due to a fall in the volume of beer available, down 20 million litres (6.6 percent). This was partly offset by a rise in the volume of wine available, up 4.3 million litres (4.4 percent).

In the 2012 year, alcohol available in the December quarter rose 4.1 percent compared with the same quarter in the previous year. In the March, June, and September quarters the volume available fell.

Beer volume falls for most strengths

The total volume of beer available for consumption fell 20 million litres (6.6 percent), to 280 million litres in 2012.

As a proportion of the total volume of alcoholic beverage available for consumption, beer has fallen from 81 percent in 1996 to 61 percent in 2012.

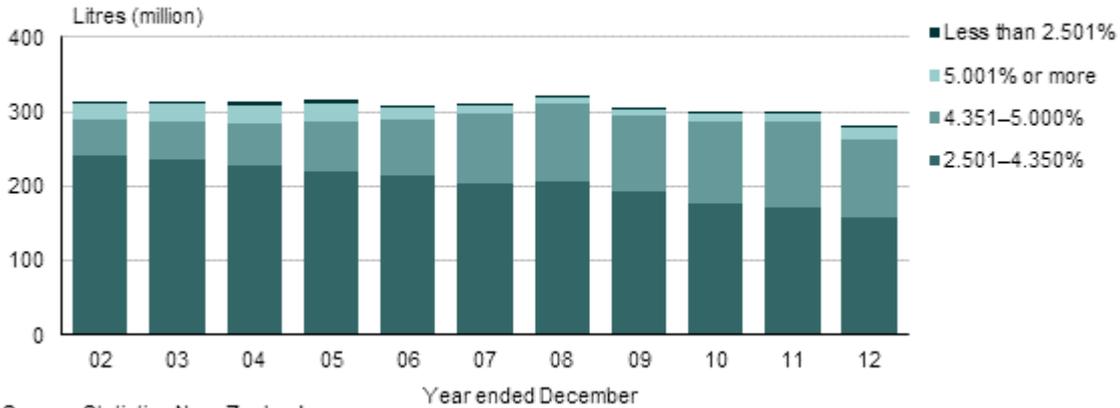
The volume available fell for low- and medium-strength beer, but rose for high-strength beer.

Changes, by alcohol content, were:

- less than 2.501 percent fell 645,000 litres (22 percent), to 2.3 million litres
- 2.501 to 4.350 percent fell 15 million litres (8.8 percent), to 157 million litres
- 4.351 to 5.000 percent fell 9.6 million litres (8.3 percent), to 106 million litres
- more than 5.000 percent rose 5.5 million litres (62 percent), to 14 million litres.

Volume of beer available for consumption

By beer strength
2002–12



Source: Statistics New Zealand

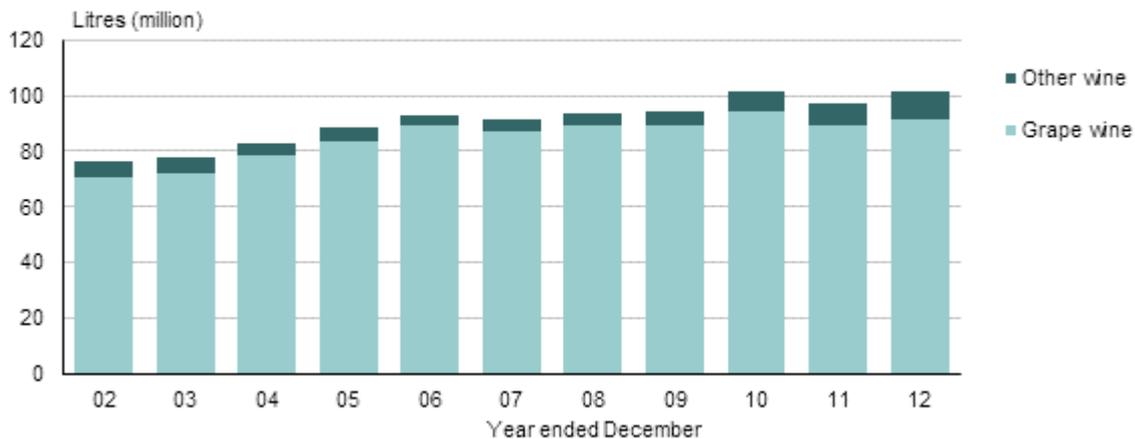
Wine volume up 4.4 percent over the year

The total volume of wine available for consumption in 2012 was 102 million litres, up 4.3 million litres (4.4 percent) compared with 2011.

- Table wine made from grapes increased 2.2 percent, to 91 million litres.
- Table wine made from other fruit, vegetables, or other aromatic substances rose 31 percent, to 10 million litres. Cider is included in this category but its value cannot be separately identified.

Volume of table wine available for consumption

By wine type
2002–12



Source: Statistics New Zealand

Fortified wine (greater than 14 percent alcohol by volume) decreased 80,000 litres (14 percent), to 512,000 litres.

Wine contributed 22 percent of the total volume of alcoholic beverage available in 2012, compared with 16 percent in 1996.

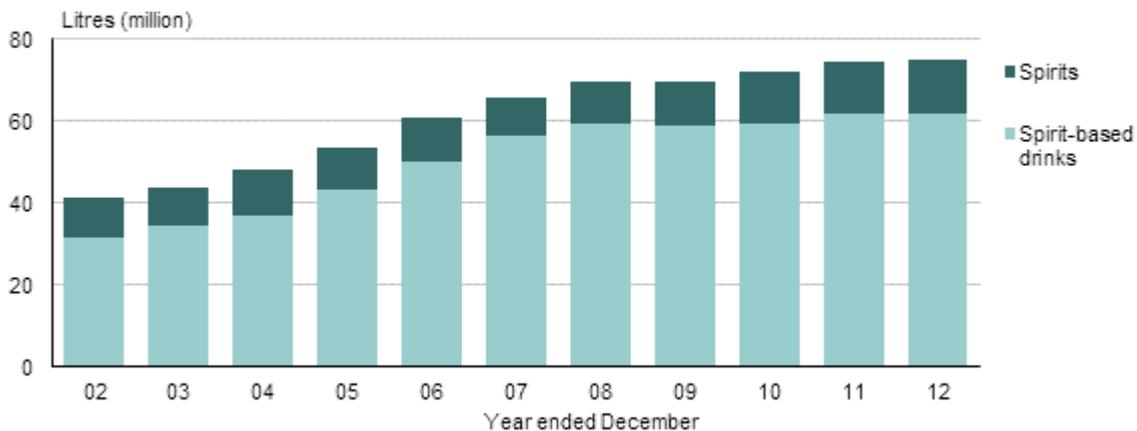
Volume of spirits and spirit-based drinks steady

The volume of spirit-based drinks (containing 23 percent alcohol or less) increased 78,000 litres (0.1 percent), to 62 million litres.

The volume of spirits (containing more than 23 percent alcohol) increased 76,000 litres (0.6 percent), to 13 million litres.

Spirits and spirit-based drinks contributed 16 percent of the total volume of alcoholic beverage available in 2012, compared with 3.0 percent in 1996.

Volume of spirits and spirit-based drinks available for consumption
2002–12



Source: Statistics New Zealand

Volume of pure alcohol available falls 0.6 percent

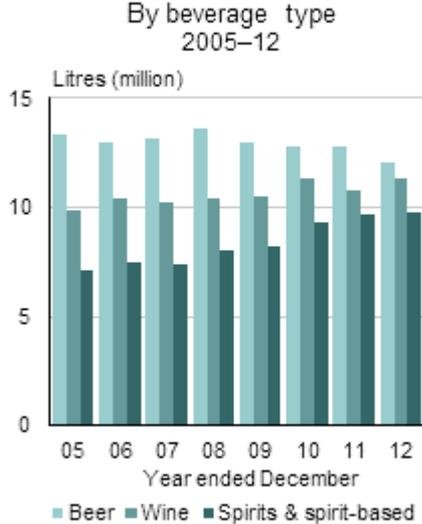
Pure alcohol available for consumption measures the alcohol content of the various alcoholic beverages.

The total volume of pure alcohol available for consumption fell 0.6 percent, to 33 million litres in 2012, a decrease of 216,000 litres since 2011.

The volume of pure alcohol available from:

- beer fell 784,000 litres (6.1 percent), to 12 million litres
- wine increased 471,000 litres (4.4 percent), to 11 million litres
- spirit-based drinks (not more than 23 percent alcohol content) increased 64,000 litres (1.5 percent), to 4.4 million litres
- spirits (more than 23 percent alcohol content) increased 32,000 litres (0.6 percent), to 5.4 million litres.

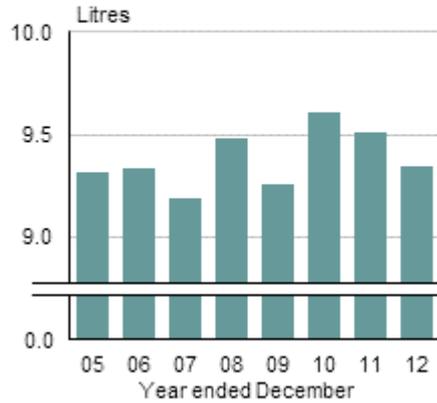
Total volume of pure alcohol available for consumption



Source: Statistics New Zealand

Litres of pure alcohol available for consumption

Per person aged 15 years and over
2005–12



Source: Statistics New Zealand

Average number of standard drinks per person falls

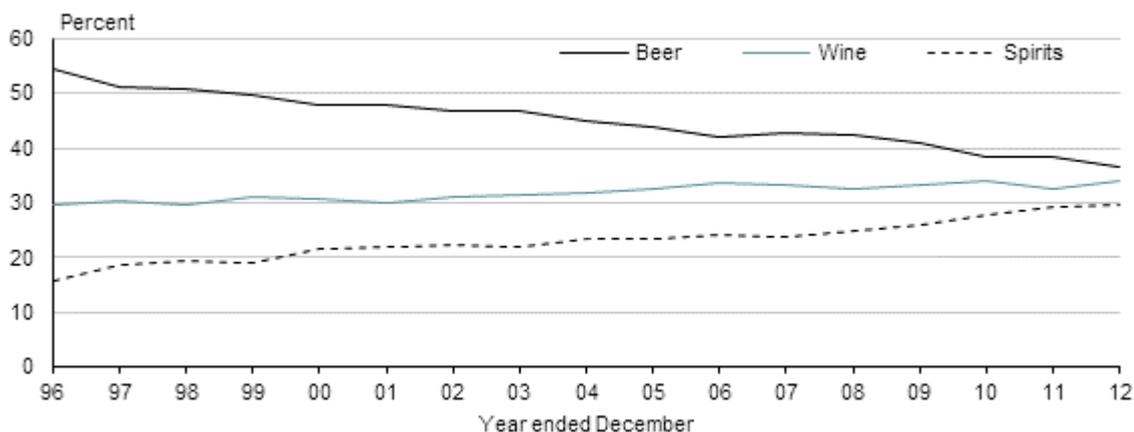
In 2012, 9.3 litres of pure alcohol were available per person aged 15 years and over, down from 9.5 litres in 2011. This is equivalent to an average of 2.0 standard drinks per person (aged 15 years and over) per day, down from 2.1 standard drinks per person per day in 2011.

The proportions of pure alcohol available for consumption from the different alcoholic beverages have changed over time. Between 1996 and 2012, the proportion of total pure alcohol available for consumption from:

- wine has increased from 30 percent to 34 percent
- spirits (including spirit-based drinks) has increased from 16 percent to 30 percent
- beer has decreased from 54 percent to 36 percent.

Beverage type as proportion of total pure alcohol available

1996–2012



Source: Statistics New Zealand

For more detailed data see the Excel tables in the 'Downloads' box.

Definitions

About the alcohol available for consumption statistics

The statistics in this release measure how much alcoholic beverage is released to the domestic market, and therefore available for consumption. The statistics do not measure actual consumption. Information is not available to measure the change in the level of stocks that are held before sale and therefore, not yet consumed. The figures also exclude alcoholic beverages produced by households.

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

More definitions

Pure alcohol: ethanol or ethyl alcohol.

Standard drink: one containing 10 grams of pure alcohol. See [What's in a standard drink](#) for more information.

Related links

Upcoming releases

Alcohol Available for Consumption: Year ended December 2013 will be released in February 2014.

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The release calendar lists all our upcoming information releases by date of release.

Past releases

See Alcohol Available for Consumption for links to past releases.

Related information

Overseas Merchandise Trade – information releases measure the change in value of New Zealand's imports and exports.

New Zealand Customs Service provides information on excise duty.

Data quality

- [Data source](#)
- [Accuracy of the data](#)
- [More information](#)

Data source

The volume of alcohol available for consumption comes solely from administrative data. No direct surveying occurs. Information 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 average number of standard drinks available

According to the Alcohol Advisory Council of New Zealand (ALAC), one standard drink equals 10 grams of pure alcohol. This definition is used to calculate the average number of standard drinks available for consumption per day per person aged 15 years and over.

See [What's in a standard drink?](#) for more information.

Calculating the volume of alcohol available from beer

The volume of alcohol available from beer is calculated using the five categories NZCS uses to calculate excise duty. To convert the volume of beer available for consumption to the volume of alcohol, the categories are multiplied by the following conversion factors:

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 to the volume of alcohol, the categories are multiplied by the following conversion factors:

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

Results of the Study of the Alcohol Content of Alcoholic Beverages (conducted by the then Department of Scientific and Industrial Research between 1976 and 1987) are used to determine the average alcohol content of table and fortified wine.

To calculate the volume of alcohol available in these wines, the volume of:

- table wine available is multiplied by 0.11
- fortified wine available is multiplied by 0.18.

More information

See [information about the production statistics – alcohol available for consumption](#).

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Tables

The following tables are available in Excel format from the 'Downloads' box. If you have problems viewing the file, see [opening files and PDFs](#).

1. Alcohol available for consumption, volume of beverage available
2. Alcohol available for consumption, volume of pure alcohol available
3. Volume of beer available for consumption, by alcohol content
4. Volume of wine available for consumption, by type of wine

Access more data on Infoshare

Use [Infoshare](#), a free, online database to access time-series data specific to your needs. To access the release time series on Infoshare, select the following categories from the homepage.

Subject category: **Industry sectors**

Group: **Alcohol Available for Consumption**