

Alcohol Available for Consumption: Year ended December 2013

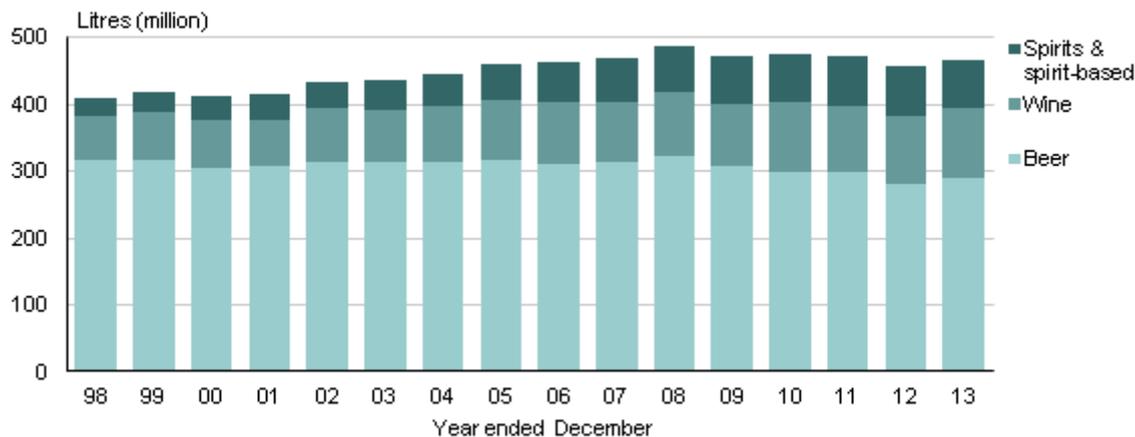
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Key facts

For the year ended December 2013 compared with the year ended December 2012:

- The total volume of alcoholic beverage available for consumption rose 1.9 percent, to 466 million litres.
- The volume of beer available rose 3.2 percent, to 289 million litres.
- The volume of pure alcohol available for consumption rose 0.8 percent, to 32.9 million litres.
- The volume of pure alcohol available per person aged 15 years and over was unchanged, at 9.2 litres. This equates to an average of 2.0 standard drinks per person per day.

Total volume of alcoholic beverage available for consumption
By type
1998–2013



Source: Statistics New Zealand

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Commentary

- Total alcoholic beverage volume rises
- Beer volume rises 3.2 percent
- Wine volume up 3.6 percent over the year
- Volume of spirits and spirit-based drinks falls 5 percent
- Volume of pure alcohol available rises 0.8 percent
- Standard drinks per person shows small increase

Total alcoholic beverage volume rises

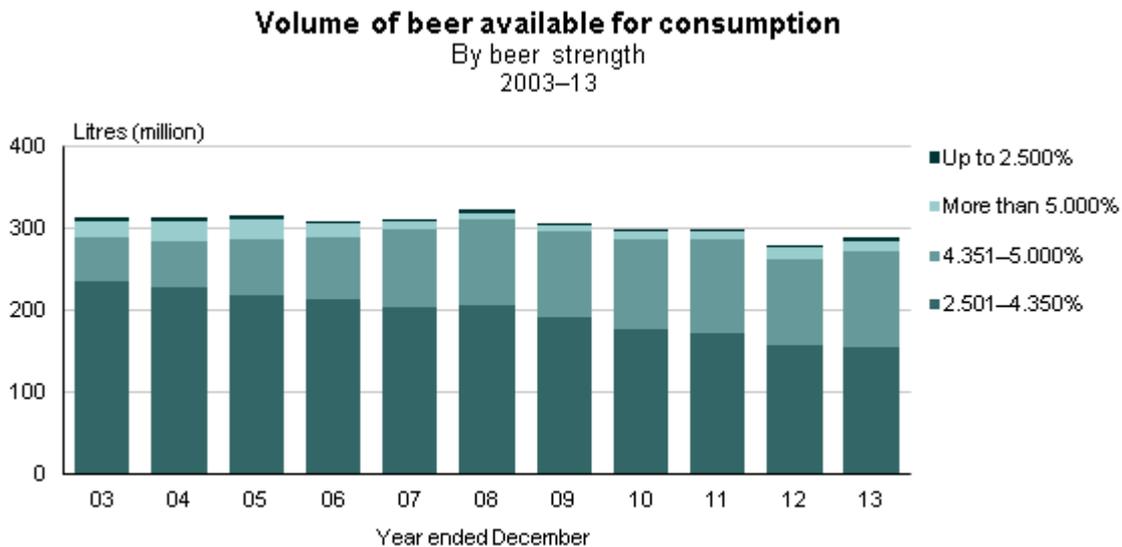
The total volume of alcoholic beverage available for consumption rose 8.9 million litres (1.9 percent) to 466 million litres in the year ended December 2013. This follows decreases of 3.3 percent for 2012 and 0.3 percent for 2011.

The increase was led by a rise in the volume of beer available, which was partly offset by a fall in the volume of spirit-based drinks available.

In 2013, alcohol available in the December quarter rose 0.4 percent compared with the same quarter in 2012. The March and June quarters had rises, while September fell.

Beer volume rises 3.2 percent

The total volume of beer available for consumption rose 8.9 million litres (3.2 percent), to 289 million litres in 2013, following a 6.6 percent fall in 2012.



Source: Statistics New Zealand

As a proportion of the total volume of alcoholic beverage available for consumption, beer has fallen from 81 percent in 1996 to 62 percent in 2013.

The 2013 rise in beer volume available was driven by medium-strength beer, but offset slightly by high-strength beer.

Changes, by beer's alcohol content, were:

- less than 2.501 percent – **rose** 1.0 million litres (44 percent), to 3.4 million litres
- 2.501 to 4.350 percent – **fell** 1.2 million litres (0.8 percent), to 156 million litres
- 4.351 to 5.000 percent – **rose** 11 million litres (10 percent), to 117 million litres
- more than 5.000 percent – **fell** 1.6 million litres (11 percent), to 13 million litres.

Wine volume up 3.6 percent over the year

The total volume of wine available for consumption in 2013 was 106 million litres, up 3.7 million litres (3.6 percent) compared with 2012.

- Table wine made from other fruit, vegetables, or other aromatic substances rose 50 percent, to 16 million litres. Cider is included in this category but its value cannot be separately identified.
- Table wine made from grapes fell 1.5 percent, to 90 million litres.



1. Other wine includes table wine made from other fruit, vegetables, or other aromatic substances.

Source: Statistics New Zealand

Fortified wine (greater than 14 percent alcohol by volume) decreased 150,000 litres (29 percent), to 362,000 litres.

Wine contributed 23 percent of the total volume of alcoholic beverage available in 2013, compared with 16 percent in 1996.

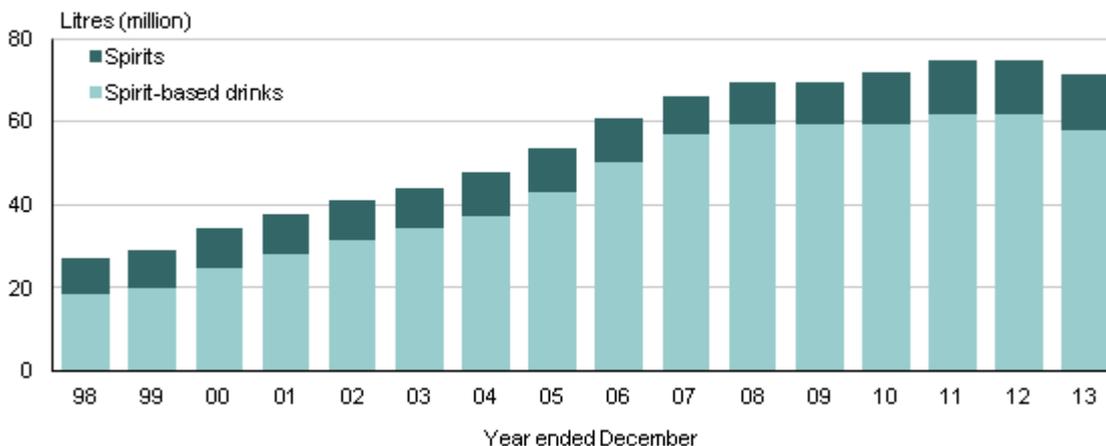
Volume of spirits and spirit-based drinks falls 5.0 percent

The volume of spirit-based drinks (containing not more than 23 percent alcohol) decreased 3.9 million litres (6.2 percent), to 58 million litres.

The volume of spirits (containing more than 23 percent alcohol) increased 135,000 litres (1.0 percent), to 13 million litres.

Spirits and spirit-based drinks contributed 15 percent of the total volume of alcoholic beverage available in 2013, compared with 3.0 percent in 1996.

Volume of spirits and spirit-based drinks available for consumption 1998–2013



Source: Statistics New Zealand

Volume of pure alcohol available rises 0.8 percent

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

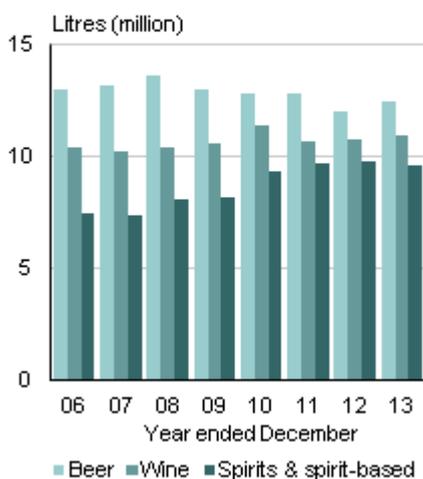
The total volume of pure alcohol available for consumption rose 0.8 percent, to 32.9 million litres in 2013, an increase of 263,000 litres since 2012.

The volume of pure alcohol available from:

- beer – **rose** 387,000 litres (3.2 percent), to 12 million litres
- wine – **rose** 121,000 litres (1.1 percent), to 11 million litres
- spirit-based drinks (not more than 23 percent alcohol) – **fell** 297,000 litres (6.8 percent), to 4.1 million litres
- spirits (more than 23 percent alcohol) – **rose** 56,000 litres (1.0 percent), to 5.5 million litres.

Total volume of pure alcohol available for consumption

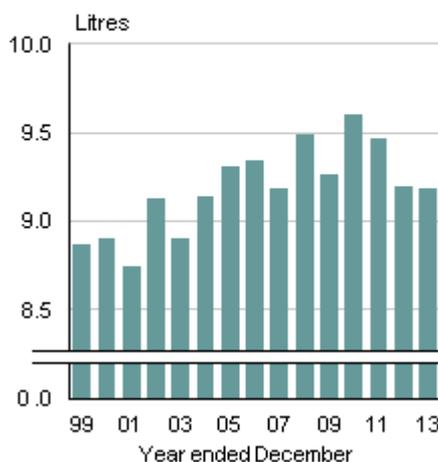
By beverage type
2006–13



Source: Statistics New Zealand

Litres of pure alcohol available for consumption

Per person aged 15 years and over
1999–2013



Source: Statistics New Zealand

Standard drinks per person shows no change

In 2013, litres of pure alcohol available per person were unchanged from 2012. However, the 2012 and 2011 levels were:

- 9.2 litres per person aged 15+, down from 9.5 litres in 2011.
- 9.7 litres per person aged 18+, down from 10 litres in 2011.

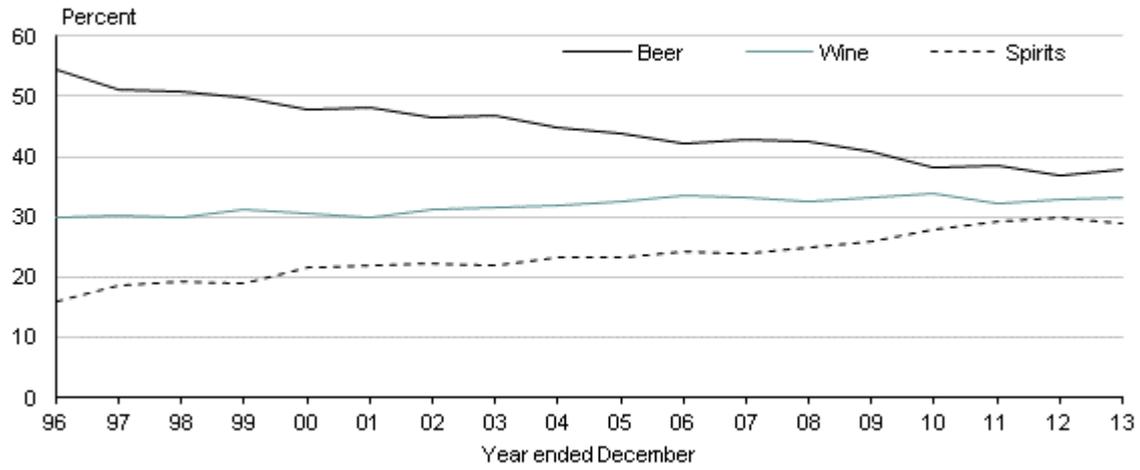
The 2013 figure is equivalent to an average of:

- 2.0 standard drinks per person (15+) per day, unchanged from 2012
- 2.1 standard drinks per person (18+) per day, unchanged from 2012.

The proportions of pure alcohol available for consumption from the different alcoholic beverages have changed over time. Between 1996 and 2013, the proportion available from:

- wine has **increased** from 30 percent to 33 percent
- spirits (including spirit-based drinks) has **increased** from 16 percent to 29 percent
- beer has **decreased** from 54 percent to 38 percent.

Beverage type as proportion of total pure alcohol available 1996–2013



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 2014 will be released in February 2015.

Subscribe to information releases, including this one, by completing the online subscription form.

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 measures the change in value of New Zealand's imports and exports.

New Zealand Customs Service provides information on excise duty.

Data quality

Period-specific information

This section contains data information that has changed since the last release.

- [Revisions](#)

Revisions

We have revised previously published data due to a change in methodology. Updated information has affected the quarterly and annual series from December 2011 to September 2013 for litres of pure alcohol available of: other wine containing not more than 14 percent alcohol, total wine containing not more than 14 percent alcohol, total wine, and total all beverages.

See [Infoshare](#) for the revised data. (Subject: Industry sectors; Group: Alcohol available for consumption)

General information

This section contains information about data that does not change between releases.

- [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. We obtain information from two sources: New Zealand Customs Service (NZCS) and Statistics New Zealand's merchandise trade statistics.

NZCS provides figures on beer, spirits, spirit-based drinks, and wine produced for local consumption on which duty is paid; Statistics NZ's merchandise trade statistics provide data on imports less re-exports. We exclude 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

We calculate the volume of pure alcohol available per person by dividing year-ended total alcohol volumes by Statistics NZ's quarterly population estimates. Four series are available: for aged 15 years and over, 18 years and over, 20 years and over, and total New Zealand population.

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. We use this definition to calculate the average number of standard drinks available for consumption per person per day.

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

Calculating the volume of alcohol available from beer

We calculate the volume of alcohol available from beer using the five categories NZCS uses to calculate excise duty. To convert the volume of beer available for consumption to the volume of alcohol, we multiply the categories 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.

We calculate the volume of alcohol content in spirit-based drinks 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, we multiply the categories 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

We use 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) 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 0.0527 or 0.11, depending on input classification
- fortified wine available is multiplied by 0.18.

More information

See [Alcohol availability](#) for more information.

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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**