

Alcohol availability remains steady in 2011

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The volume of alcoholic beverage available in New Zealand fell 0.3 percent in 2011. The decrease was due to a fall in volumes of wine, down 4.6 percent, partly offset by a 3.7 percent rise in the volume of spirits and spirit-based drinks. Beer volumes, up 0.1 percent, continued to contribute 63 percent of the total volume of alcoholic beverage available.

“Despite flat volumes for 2011, there were increases of 7.5 percent and 7.2 percent in the June and September quarters, respectively, compared with the same quarters in 2010,” industry and labour statistics manager Neil Kelly said. “This was possibly due to both the replacement of damaged stock following the Canterbury earthquakes, and the anticipation of increased demand for the 2011 Rugby World Cup.”

In 2011, the volume of pure alcohol available fell 0.3 percent to 33 million litres. The volume of pure alcohol available from wine decreased 4.7 percent, but the volume of pure alcohol available from spirits and spirit-based drinks increased 3.9 percent. The volume of pure alcohol available from beer increased 0.4 percent.

The volume of pure alcohol available per person aged 15 years and over in 2011 fell 1.0 percent to 9.5 litres. This is equivalent to a daily average of 2.1 standard drinks per person aged 15 years and over.

Alcohol statistics are a measure of how much alcohol is available for consumption and not a measure of actual consumption.

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Government Statistician

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