

Embargoed until 10:45PM – 23 February 2006

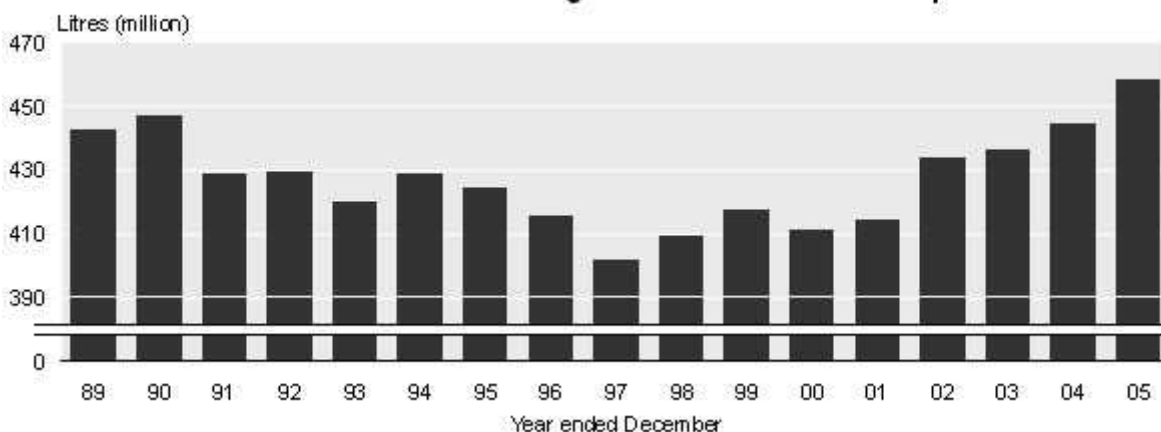
Alcohol and Tobacco Available for Consumption: Year ended December 2005

Highlights

In the December 2005 year:

- Beer available for consumption increased 2.98 million litres (1.0 percent).
- Spirit-based drinks available for consumption increased 6.1 million litres (16.6 percent).
- Beer accounted for 68.8 percent of alcoholic beverage available for consumption.
- Spirits and spirit-based drinks provided 11.7 percent of total alcohol.
- Wine available for consumption increased 5.4 million litres (6.5 percent), and was 19.5 percent of total available alcohol.
- The total volume of alcoholic beverage available for consumption increased 3.2 percent.

Total Volume of All Beverages Available for Consumption



Brian Pink
Government Statistician

23 February 2006
Cat 74.901 Set 05/06 – 136

Commentary

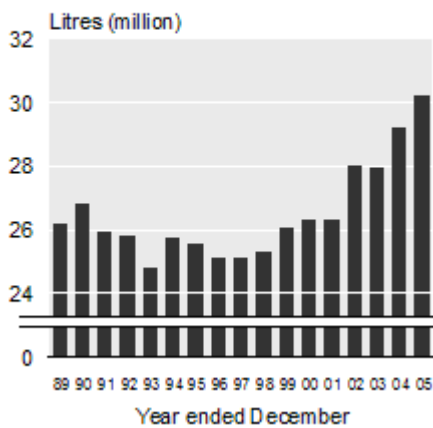
Total alcoholic beverage available for consumption

The total volume of alcoholic beverage available for consumption in the December 2005 year was 458.8 million litres, an increase of 14.1 million litres (3.2 percent) compared with the December 2004 year. Beer, total wine and total spirits all recorded increases. Spirits and spirit-based drinks increased by 5.7 million litres (11.9 percent), total wine increased by 5.4 million litres (6.5 percent), and beer increased by 2.9 million litres (1.0 percent) in the 2005 calendar year.

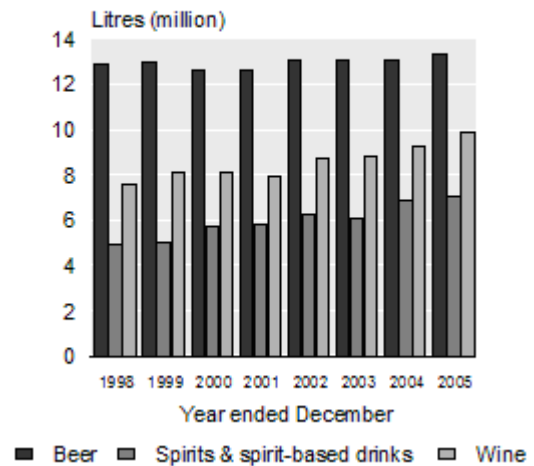
Total pure alcohol available for consumption

The total volume of pure alcohol available for consumption was 30.25 million litres in the December 2005 year, an increase of 3.4 percent compared with the December 2004 year. All beverage types, except fortified wines and spirits containing 23 percent or more alcohol by volume, contributed to this increase. The volume of pure alcohol available from wine increased by 6.3 percent, spirits and spirit-based drinks increased by 3.2 percent, and the alcohol available from beer increased by 1.5 percent.

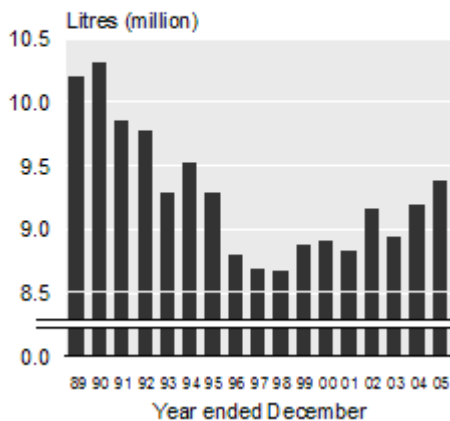
Total Litres of Alcohol Available for Consumption



Litres of Alcohol Available By beverage type



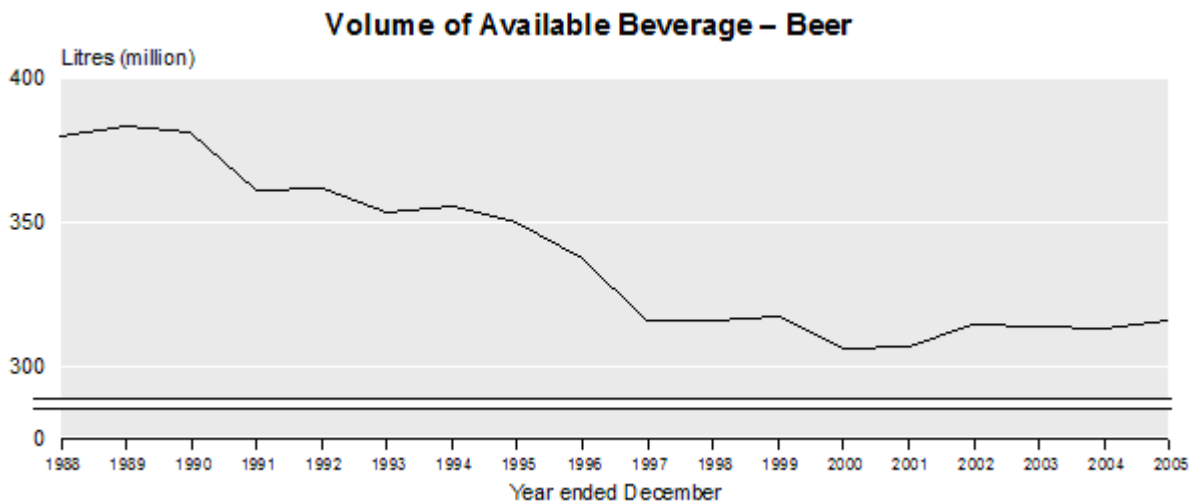
Litres of Alcohol Available Per head of population aged 15 years and over



Beer available for consumption

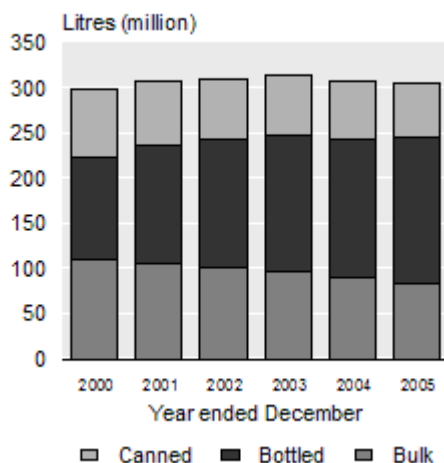
In the December 2005 year, beer provided 68.8 percent of the total beverage available for consumption. Although the volume of beer available increased by 2.98 million litres in the 2005 calendar year, higher increases in both total wine and total spirits available meant that beer constituted a decreased proportion of total alcoholic beverage. While still remaining the most popular type of alcoholic beverage, beer has declined as a proportion of beverage available for consumption, from 97 percent in 1946 and 82 percent in 1995 to the present level.

In the December 2005 year, 91.6 percent of the beer available for consumption was supplied by domestic production. The remaining 8.4 percent was provided by imports. Exports of beer fell 11.2 percent in 2005 compared with the previous year.

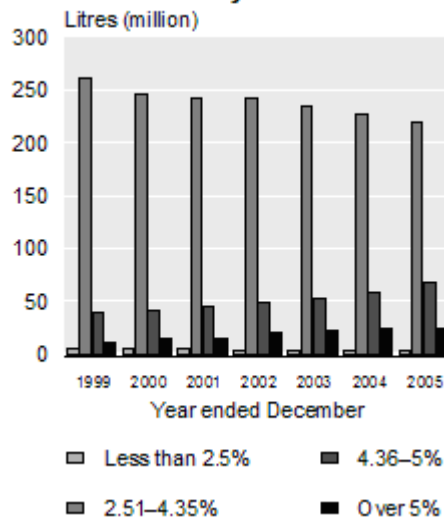


In the December 2005 year, bottled beer made up 53.6 percent of domestically produced beer, up 7.1 percent from the December 2004 year. After declining from 50.8 percent of domestic production in 1982 to a low of 20.5 percent in 1992, there has been a steady increase in the proportion of bottled beer produced. In contrast, domestic production of bulk (tap) beer has generally been declining, falling from 47.9 percent of domestic production in 1991, to 27.1 percent in the December 2005 year. Canned beer constituted 3.5 percent of domestically produced beer in 1981 when the survey began, and peaked at 31.6 percent of the total production in 1992. Since then, production of canned beer has generally decreased, and amounted to 19.3 percent of the domestic production of beer in the 2005 calendar year.

Beer Production by Packaging Type



Volume of Beer by Alcohol Content



Change in beer by pure alcohol content

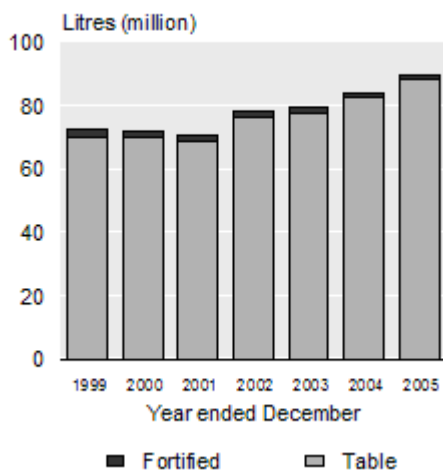
The volume of beer available for consumption with an alcohol content of between 4.36 and 5.0 percent increased by 10.4 million litres (18.1 percent) in the December 2005 year compared with the December 2004 year. Beer with an alcohol content of more than 5.0 percent increased by 407,000 litres (1.7 percent). By contrast, beer with an alcohol content of 2.5 to 4.35 percent decreased by 7.9 million litres (3.5 percent).

Although beer with an alcohol range of between 2.5 and 4.35 percent still contributed the largest share (219.3 million litres or 69.4 percent) to the volume of beer available for consumption in the 2005 calendar year, this level has declined from 89.0 percent in 1995. Beer with an alcohol content of more than 4.35 percent provided 29.4 percent of the total volume of beer in 2005, an increase from a 9.3 percent contribution in 1995.

Wine available for consumption

The total volume of wine available for consumption was 89.2 million litres in the year ended December 2005, an increase of 6.5 percent compared with the year ended December 2004. Wine made up 19.5 percent of the available beverage in 2005, compared with 15.0 percent in 1995.

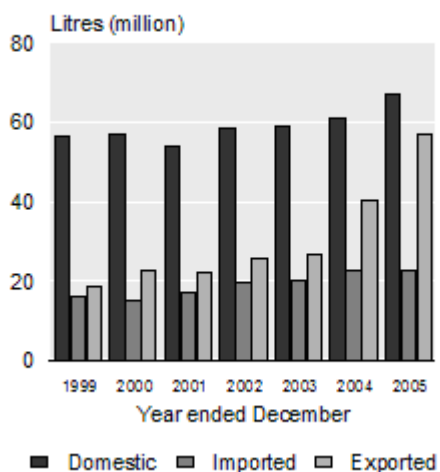
Volume of Available Beverage – Total Wine



Domestic production was 66.9 million litres (74.9 percent of the total) in the 2005 calendar year, compared with 61.1 million litres (73.0 percent) in the 2004 calendar year. Over the same period, net imports of wine decreased by 1.1 percent to 22.4 million litres, while exports of domestically produced wine increased by 40.8 percent to 57.0 million litres.

Table wine (up to 14 percent alcohol by volume), which is now 98.9 percent of all wine available for consumption, increased by 5.6 million litres (6.7 percent) in the December 2005 year compared with the December 2004 year. Grape table wine, which made up 93.5 percent of all wine, increased by 5.2 million litres (6.7 percent) over the same period.

Wine – Domestic Production, Imports and Exports



Cigarettes and tobacco available for consumption

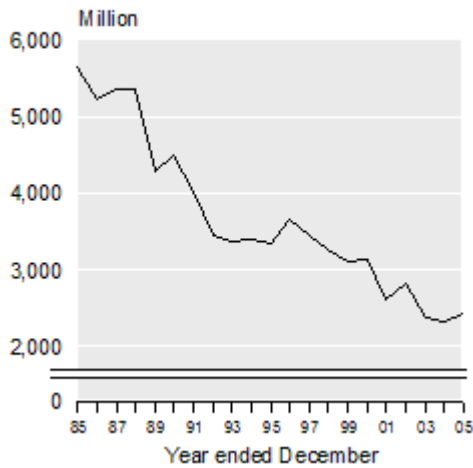
During the December 2005 year the number of cigarettes available for consumption increased by 5.0 percent to 2,436 million. This follows decreases of 2.0 percent in 2004 and 16.0 percent in 2003.

The number of cigarettes available for consumption peaked at 6,346 million in the 1977 year. Since then the level of cigarettes available for consumption has generally been decreasing. The number of cigarettes has been below 3 billion for the last five calendar years, and below 2.5 billion for the last three years.

Tobacco available for consumption rose 5.6 percent to 889 tonnes in the 2005 calendar year, compared with the 2004 calendar year. Loose tobacco for pipe or cigarette smoking constituted approximately 27 percent of the volume of cigarettes and tobacco available for consumption in the December 2005 year, a level similar to that in the 2004 year.

The volume of cigarettes and tobacco available for consumption represents tobacco products cleared for local consumption on which duty has been paid.

Cigarettes Available for Consumption



For technical information contact:
Christine Sadler or Jeni Darnbrough
Christchurch 03 964 8700
Email: info@stats.govt.nz

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. They do not necessarily apply to actual consumption. Information is not available to measure the change in 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 excludes 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 being:

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 5.0 percent alcohol volume.
5. More than 5.0 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 available for consumption of beer containing more than 2.5 percent but not more than 4.35 percent alcohol. The majority of beers produced in this range are made up of 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 Statistics New Zealand 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. This calculates the volume of alcohol available in these wines. The results of the "Study of the Alcohol Content of Alcoholic Beverages" conducted by the DSIR between 1976 and 1987 are used to determine the average alcoholic 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 Statistics New Zealand 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 for consumption.

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, click on these links from the technical notes of this release on the Statistics NZ website: [*alcohol for consumption statistics*](#) or [*cigarettes and tobacco statistics*](#).

Copyright

Information obtained from Statistics NZ may be freely used, reproduced, or quoted unless otherwise specified. In all cases Statistics NZ must be acknowledged as the source.

Liability

While care has been used in processing, analysing and extracting information, Statistics NZ gives no warranty that the information supplied is free from error. Statistics NZ shall not be liable for any loss suffered through the use, directly or indirectly, of any information, product or service.

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.

Next release ...

Alcohol and Tobacco Available for Consumption: Year ended December 2005 will be released in February 2007.

Statistics New Zealand: The first source of independent information for your key decisions.

Tables

The following tables can be downloaded from the Statistics New Zealand website in Excel 97 format. If you do not have access to Excel 97 or higher, you may use the [*Excel file viewer*](#) to view, print and export the contents of the file.

List of tables

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