

# A LOOK INSIDE NZ FRIDGES



## BEVERAGE CONSUMPTION IN NEW ZEALAND



**WATER IS THE DRINK CONSUMED MOST IN NZ<sup>1</sup>**

Up 21.4% on 2010 and growing



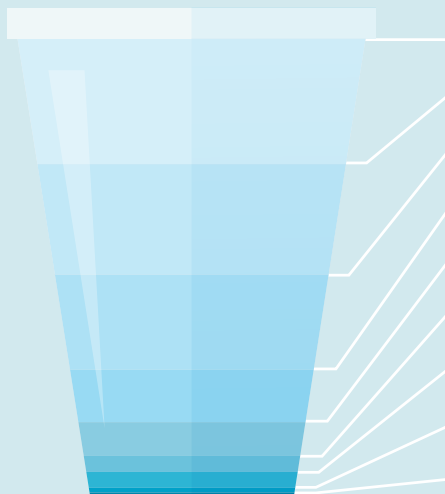
**SOFT DRINK (CSDs) CONSUMPTION CONTINUES TO DECREASE**

Down 4.2% on 2010<sup>1</sup>

## HOW MUCH KIWIS ARE DRINKING BY CATEGORY

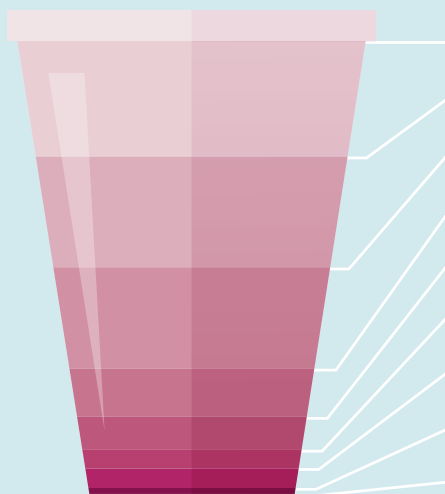
Measured by occasion excluding alcohol<sup>1</sup>

2016



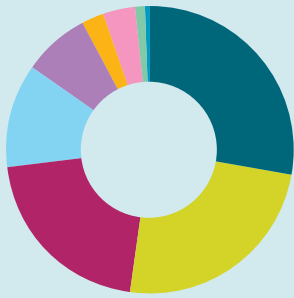
- 27.5% WATER**
- 24.2% COFFEE**
- 20.8% TEA**
- 11.5% MILK**
- 7.4% JUICE**
- 3.5% SOFT DRINKS**
- 3.4% ICED TEA/CHOCOLATE**
- 1.1% ENERGY DRINKS**
- 0.5% SPORTS DRINKS**

2010



- 25.5% WATER**
- 24.4% COFFEE**
- 22.3% TEA**
- 10.6% MILK**
- 7.3% JUICE**
- 4.1% SOFT DRINKS**
- 4.3% ICED TEA/CHOCOLATE**
- 1.3% ENERGY DRINKS**
- 0.5% SPORTS DRINKS**

# KIWIS CHOOSE TO DRINK WATER A THIRD OF THE TIME, WHILE SOFT DRINKS ARE CHOSEN LESS THAN 4% OF THE TIME<sup>1</sup>



- 27.5% WATER
- 24.2% COFFEE
- 20.8% TEA
- 11.5% MILK
- 7.4% JUICE
- 3.5% SOFT DRINKS
- 3.4% ICED TEA/CHOCOLATE
- 1.1% ENERGY DRINKS
- 0.5% SPORTS DRINKS



**40%**  
OF ALL ADULTS WHO DRINK SOFT DRINKS DRINK NON-SUGAR SOFT DRINKS



**32%**  
OF KIWIS NEVER DRINK SOFT DRINKS<sup>2</sup>



OVER THE PAST DECADE SALES OF LOW & NO CALORIE NON-ALCOHOLIC BEVERAGES HAVE GROWN BY **66.7%**



KIWIS DRINK TWICE AS MUCH ALCOHOL<sup>1</sup> VS SOFT DRINKS ON A WEEKLY BASIS



THE TOP TEN PURCHASED ITEMS IN OUR SHOPPING TROLLEY ARE FRUIT, BREAD, VEGETABLES & MEAT PRODUCTS<sup>5</sup>



BOTTLED WATER PURCHASES HAVE GROWN MORE THAN 25%<sup>4</sup> FOR THE PAST TWO YEARS

💧 The first soft drink to appear on the ranking is a non-sugar soft drink at #77<sup>5</sup>

💧 The most frequently bought beverage in the shopping trolley is milk at #43<sup>5</sup>

## REFERENCES

1. THE NEW ZEALAND BEVERAGE COUNCIL CALCULATION BASED IN PART ON FREQUENCY OF BEVERAGE DRINKING REPORTED BY NIELSEN THROUGH ITS CONSUMER AND MEDIA INSIGHTS CMI SERVICE FOR YE Q1 2016. COPYRIGHT 2016, THE NIELSEN COMPANY. THE NIELSEN CMI BEVERAGE FREQUENCY/OCCASION DATA WAS CONVERTED AS FOLLOWS: ONCE WEEKLY = 7 OCCASIONS, WEEKLY = 1 OCCASION, MONTHLY = 0.23 OCCASIONS PER WEEK, LESS MONTHLY = 0.08 OCCASIONS PER WEEK WHICH IS EQUIVALENT TO ONCE EVERY THREE MONTHS. WATER INCLUDES TAP WATER, BOTTLED WATER AND COOLER WATER.

2. NIELSEN CONSUMER AND MEDIA INSIGHTS YE Q1 2016. BASE: 10+, PEOPLE WHO ANSWERED YES TO DO NOT DRINK FIZZY/SOFT DRINKS OR NOT SPECIFIED.

3. NIELSEN CONSUMER AND MEDIA INSIGHTS YE Q1 2016. BASE: 18+ AND DRINK FIZZY/SOFT DRINKS. NON SUGAR = DIET COKE OR COKE ZERO OR PEPSI MAX OR SPRITE ZERO.

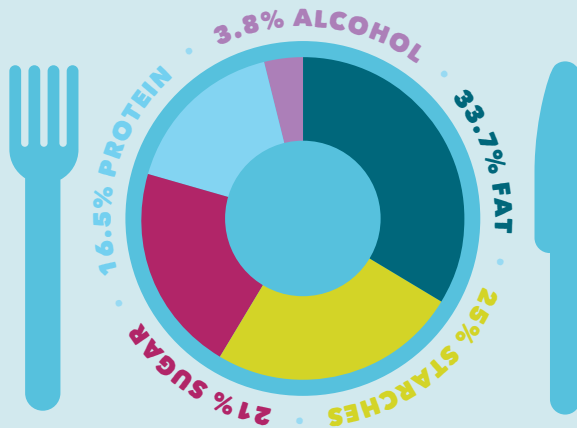
4. NIELSEN SCANTRACK TOTAL SUPERMARKETS MAY TO 18/09/2016.

5. NIELSEN HOMESCAN KEY ITEM OCCASION RANKING REPORT. TOTAL SUPERMARKETS. 26 WEEKS TO 19 MAY 2013. COPYRIGHT 2016 THE NIELSEN COMPANY.

# KIWIS' ENERGY INTAKE FROM BEVERAGES, SUGAR AND FOOD

Weight Management is about balancing our energy intake with the energy we burn.  
 Energy Intake = Calories or Kilojoules consumed as Foods + Beverages + Alcohol

WHERE DOES OUR ENERGY COME FROM, BY NUTRIENT<sup>5</sup>



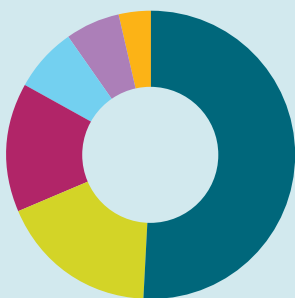
## ADULTS

5% OF AN ADULT'S ENERGY COMES FROM NON-ALCOHOLIC BEVERAGES<sup>6</sup>



OTHER FOOD • BREADS • CAKES, PIES ETC • GRAINS & PASTA • MILK • ALCOHOL  
 NON-ALCOHOLIC BEVERAGES, INCLUDING 1.6% SOFT DRINKS • SUGARS & SWEETS

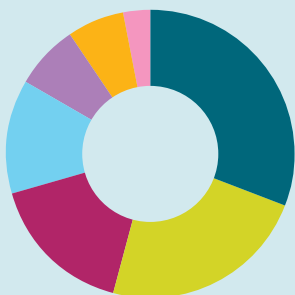
## SOURCES OF ALL SUGAR<sup>6</sup>



- 50.9% ALL OTHER FOODS
- 17.8% FRUIT
- 14.6% SUGARS & SWEETS
- 7% OTHER NON-ALCOHOLIC BEVERAGES
- 6.2% SOFT DRINKS
- 3.5% FRUIT JUICE

## SOURCES OF ADDED SUGAR<sup>6,7</sup>

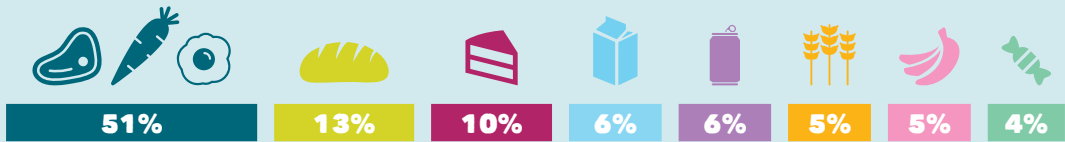
Sucrose intake is used as a proxy for added sugar as added sugar was not measured



- 31% OTHER FOODS & ALCOHOLIC BEVERAGES
- 23.2% SUGARS & SWEETS
- 16.4% FRUIT
- 13% CAKES, MUFFINS, BISCUITS & SNACK BARS
- 7% OTHER NON-ALCOHOLIC BEVERAGES
- 6.6% SOFT DRINKS
- 2.8% FRUIT JUICE

## CHILDREN 5 – 14 YRS

6% OF A CHILD'S ENERGY COMES FROM NONALCOHOLIC BEVERAGES<sup>8</sup>



OTHER FOOD • BREADS • CAKES & BISCUITS • MILK • NON-ALCOHOLIC BEVERAGES, INCLUDING 1.7% SOFT DRINKS • GRAINS & PASTA • FRUIT • SUGARS & SWEETS

## SOURCES OF ALL SUGAR<sup>6</sup>



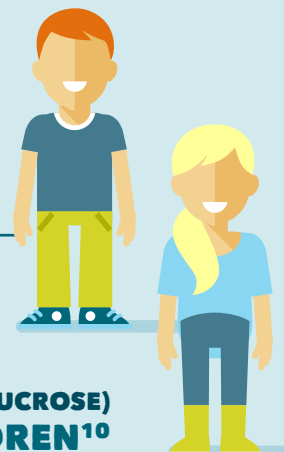
- 24% NON-ALCOHOLIC BEVERAGES
- 17% MILK & DAIRY PRODUCTS
- 17% BISCUITS, CAKES & MUFFINS
- 17% FRUIT
- 15% SUGARS & SWEETS
- 10% ALL OTHER FOODS

## SOURCES OF ADDED SUGAR<sup>6,7</sup>

Sucrose intake is used as a proxy for added sugar as added sugar was not measured



- 24% ALL OTHER FOOD
- 21% SUGARS & SWEETS
- 18% BISCUITS, CAKES & MUFFINS
- 12% POWDERED SOFT DRINKS
- 11% FRUIT
- 9% SOFT DRINKS
- 5% OTHER DRINKS



NZ CHILDREN CONSUME NEARLY **3X LESS ADDED SUGAR (SUCROSE)** FROM SOFT DRINKS THAN U.S CHILDREN<sup>10</sup>

## REFERENCES

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- PARNELL, WINSOME, NOELA WILSON, DONNELL ALEXANDER, MARK WOHLERS, MICALLA WILLIDEN, JOEL MANN, AND ANDREW GRAY. 2007. "EXPLORING THE RELATIONSHIP BETWEEN SUGARS AND OBESITY." PUBLIC HEALTH NUTRITION 11 8: 860866
- WELSH ET AL., 2011. CONSUMPTION OF ADDED SUGARS IS DECREASING IN THE UNITED STATES. THE AMERICAN JOURNAL OF CLINICAL NUTRITION, 94 3: 726734