

# Get the facts on drinking in New Zealand

APRIL 2025



Five out of six (83.4%) New Zealanders **drink responsibly**, an increase of 4.7% since 2020. <sup>1</sup>



**Kiwi consumers drink below the OECD average**, less than the US, UK, Australia, Germany, France and Ireland. <sup>2</sup>

## SMASHED

EQUIPPING OUR RANGATAHI TO MAKE SAFE DECISIONS AROUND ALCOHOL

“Smashed” a theatre-based education programme on reducing alcohol harm, funded by the beer, wine and spirits industries and delivered by the **Life Education Trust** each year to over 20,500 secondary students. <sup>3</sup>



One out of six (16.6%) adults **drink hazardingly**, down from 21.3% in 2020. <sup>1 3</sup>



Health NZ **low risk drinking guidelines** are no more than two standard drinks a day for women, and three standard drinks a day for men, with at least two alcohol free days each week.



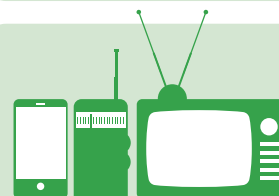
Beer, wine and spirits **excise tax has increased more than 20%** in the last 4 years. Consumers paid \$1.23 billion to Government in the 2023/2024 financial year. <sup>4</sup>



Beer, wine and spirits **consumption fell 5%** in the past year. Since 1986 our consumption has declined more than 30%. <sup>5</sup>



**Moderation is on the rise.** In 2024 55% of Kiwis said they had tried a low or no alcohol product. <sup>6</sup>



All alcohol sponsorship, advertising and promotion must be **socially responsible**, only target adults and promote low risk consumption. <sup>7</sup>

1. **New Zealand Health Survey:** Ministry of Health NZ, 19 November 2024. Hazardous drinking among 18-24 year olds has decreased from 35.8% to 22.6% over 5 years. Fewer under 18s are drinking alcohol and those who do are drinking less hazardingly.

2. **OECD:** OECD data explorer: OECD Data Explorer - Alcohol consumption, accessed August 2024

3. **LET 2024 total students:** 20,933 and 91 secondary schools. Total students 2019 - 2024 108,553.

4. **Alcohol excise paid** to the NZ Customs service - 2023/2024 financial year. The alcohol levy has increased from \$11.5m in 23/2024 to \$16.6m on 1 July 2024.

5. **Stats NZ** per head of population 15 years and over. Alcohol available for consumption December 2024 (accessed 26 February 2025).

6. **A Curia** poll of 1,000 New Zealanders in October 2024 found 55% (up from 49% in 2021) of respondents **drinking low-alcohol beverages** at least some of the time, and some of us prefer low alcohol beverages.

7. **New Zealand Advertising Standards Authority:** [www.asa.co.nz/codes/codes/alcohol-advertising-and-promotion-code/](http://www.asa.co.nz/codes/codes/alcohol-advertising-and-promotion-code/)

8. **Hazardous drinking** among the total population (NZ Health Survey 2024): Hazardous drinking refers to a score of 8 or more on the Alcohol Use Disorders Identification Test (AUDIT), which suggests hazardous or harmful alcohol consumption.