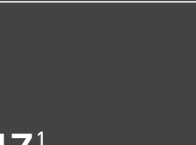


A LOOK INSIDE NZ FRIDGES

BEVERAGE CONSUMPTION IN NEW ZEALAND

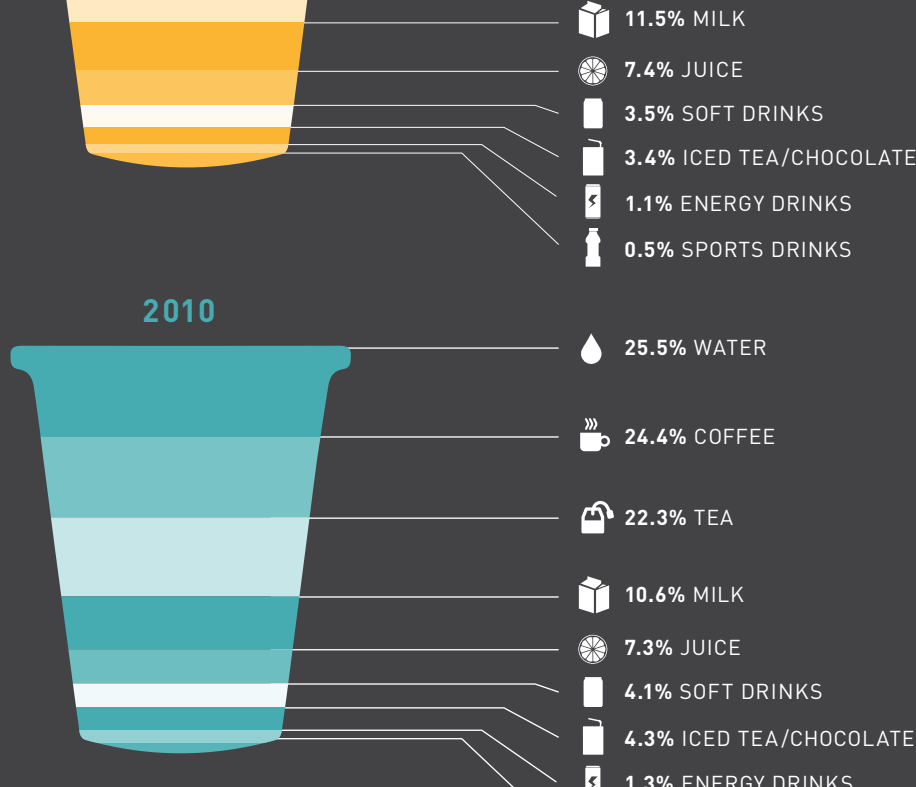


WATER IS THE DRINK CONSUMED MOST IN NZ¹
UP 21.4% ON 2010 AND GROWING

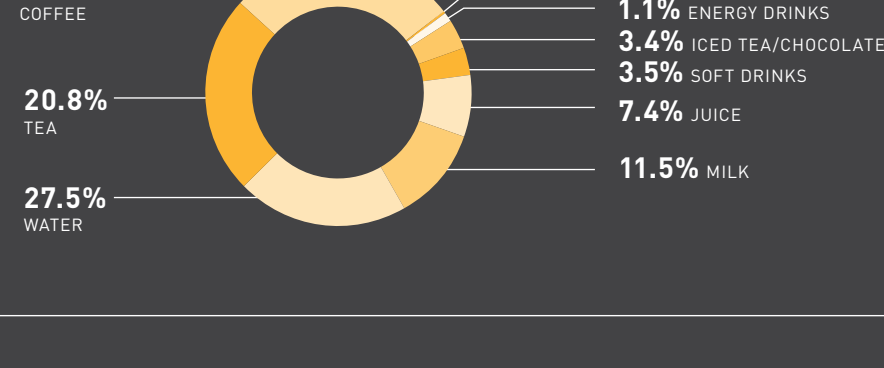


SOFT DRINK (CSDs) CONSUMPTION CONTINUES TO DECREASE
DOWN 4.2% ON 2010¹

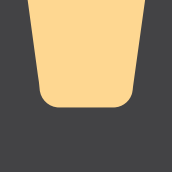
HOW MUCH KIWIS ARE DRINKING BY CATEGORY
MEASURED BY OCCASION EXCLUDING ALCOHOL¹



KIWIS CHOOSE TO DRINK WATER A THIRD OF THE TIME, WHILE SOFT DRINKS ARE CHOSEN LESS THAN 4% OF THE TIME¹



32% OF KIWIS NEVER DRINK SOFT DRINKS²



40% OF ALL ADULTS WHO DRINK SOFT DRINKS DRINK NON-SUGAR SOFT DRINKS³



KIWIS DRINK **TWICE AS MUCH ALCOHOL¹** VS SOFT DRINKS ON A WEEKLY BASIS



OVER THE PAST DECADE SALES OF **LOW & NO CALORIE** NON-ALCOHOLIC BEVERAGES HAVE **GROWN BY 66.7%⁴**



BOTTLED WATER PURCHASES HAVE GROWN MORE THAN 25%⁴ FOR THE PAST TWO YEARS



THE **TOP TEN PURCHASED ITEMS** IN OUR SHOPPING TROLLEY ARE **FRUIT, BREAD, VEGETABLES & MEAT PRODUCTS⁵**

1. BANANAS, 2. ROLLS & BUNS, 3. SLICED/LOOSE HAM, 4. APPLES, 5. BEEF MINCE, 6. ONIONS, 7. CARROTS, 8. LOOSE TOMATOES, 9. BROCCOLI, 10. CHICKEN BREAST FILLETS

THE FIRST SOFT DRINK TO APPEAR ON THE RANKING IS A **NON-SUGAR SOFT DRINK AT #77⁷**

MOST FREQUENTLY BOUGHT BEVERAGE IN THE SHOPPING TROLLEY IS **MILK AT #43⁸**

REFERENCES

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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 MAT 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.

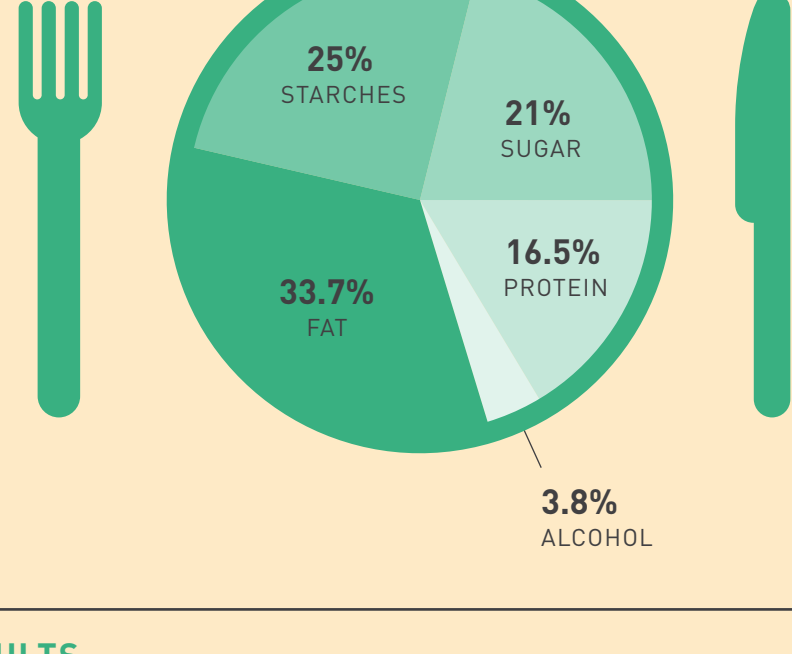
FOR COMPLETE DETAIL OF THE NIELSEN COMPANY REFERENCES, PLEASE VISIT WWW.NZJBA.ORG.NZ/CONSUMERS
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KIWIS' ENERGY INTAKE FROM BEVERAGES, SUGAR AND FOOD

Weight Management is about balancing our energy intake with the energy we burn.

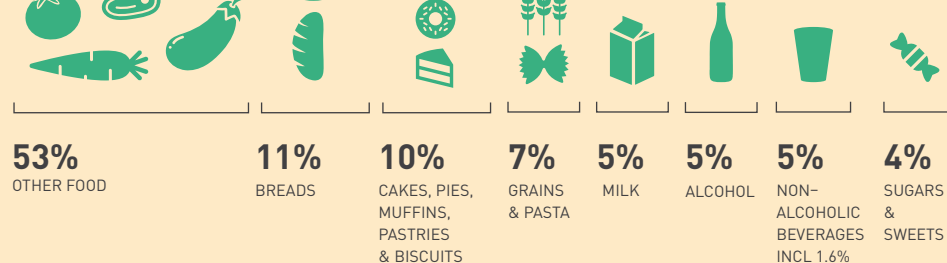
Energy Intake = Calories or Kilojoules consumed as Foods + Beverages + Alcohol

WHERE DOES OUR ENERGY COME FROM, BY NUTRIENT⁹

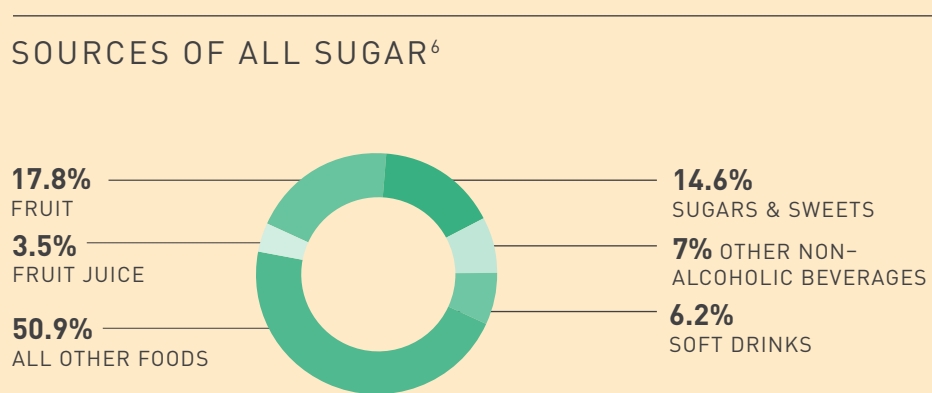


ADULTS

5% OF AN ADULT'S ENERGY COMES FROM NON-ALCOHOLIC BEVERAGES⁴

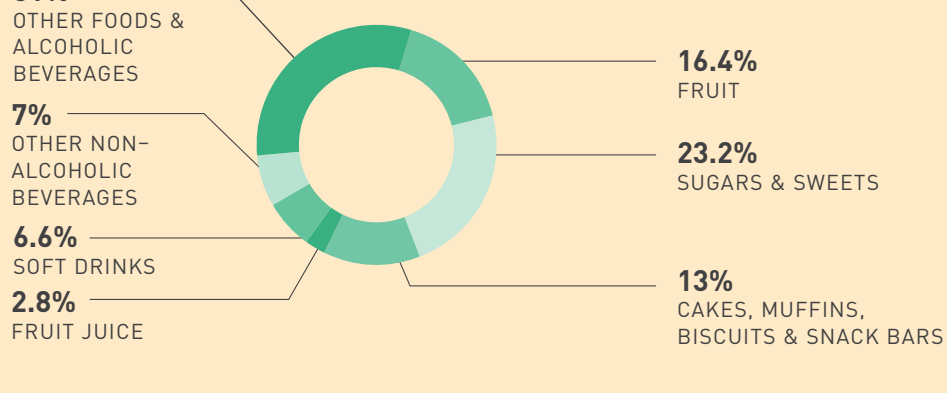


SOURCES OF ALL SUGAR⁶



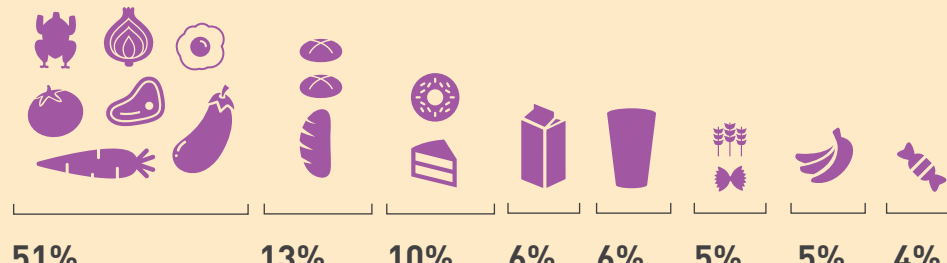
SOURCES OF ADDED SUGAR^{6,7}

SUCROSE INTAKE IS USED AS A PROXY FOR ADDED SUGAR AS ADDED SUGAR WAS NOT MEASURED

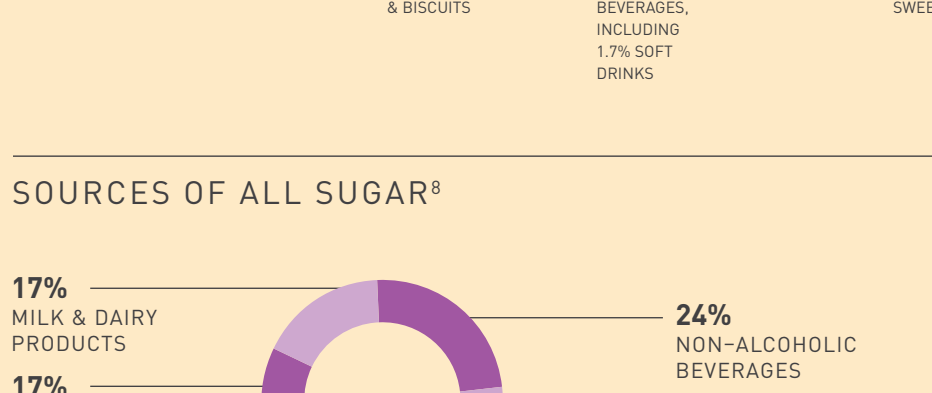


CHILDREN 5-14 YRS

6% OF A CHILD'S ENERGY COMES FROM NON-ALCOHOLIC BEVERAGES⁸

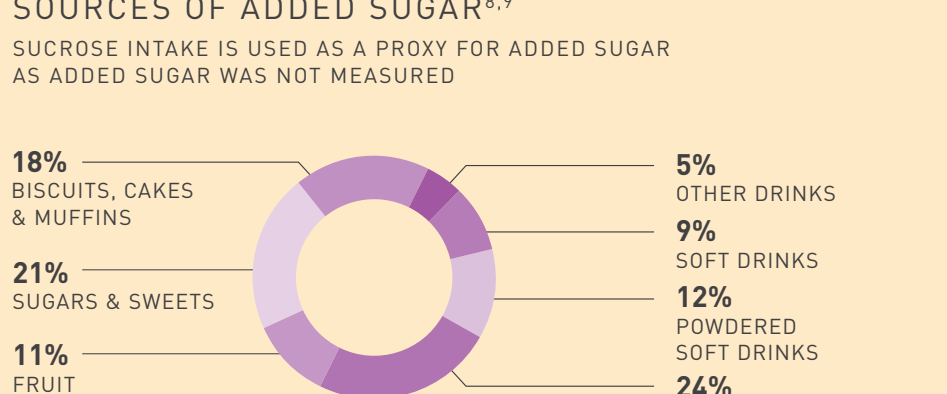


SOURCES OF ALL SUGAR⁸



SOURCES OF ADDED SUGAR^{8,9}

SUCROSE INTAKE IS USED AS A PROXY FOR ADDED SUGAR AS ADDED SUGAR WAS NOT MEASURED



NZ CHILDREN CONSUME NEARLY 3X LESS ADDED SUGAR (SUCROSE) FROM SOFT DRINKS THAN U.S CHILDREN¹⁰

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