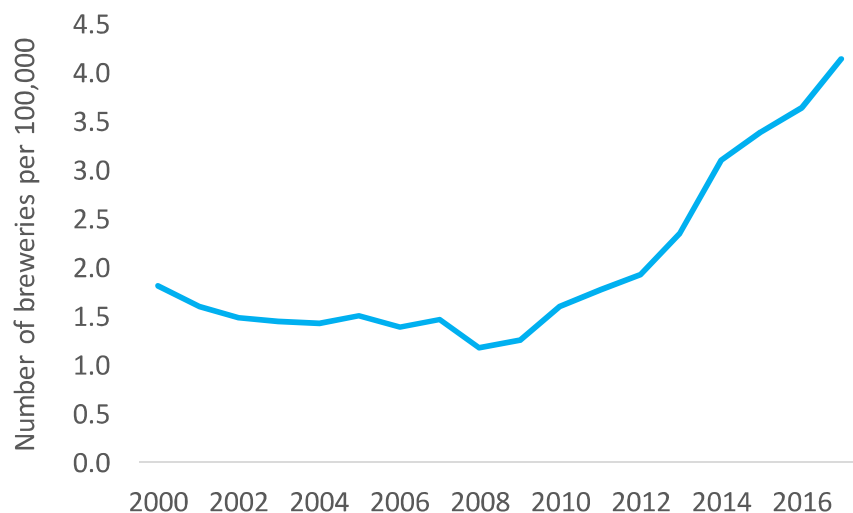


## 2. The evolution of brewing in New Zealand

### 2.1. Number of breweries has risen dramatically

There are 218 breweries<sup>4</sup> in New Zealand. Growth in craft beer has seen an explosion of independent breweries, increasing 16 percent per year since 2008. This can also be seen in Figure 4, where New Zealand went from around 1 brewery per 100,000 people to 4.15 per 100,000.

**Figure 4 Growth in breweries per capita**



**Source: NZIER**

Compared to other regions, New Zealand has more breweries per capita than the United Kingdom (3.04), Australia (2.10) and the United States (1.96). When compared to west coast of the United States New Zealand has less breweries per capita than Oregon state (6.49) and Washington state (5.07) (see Table 1).

<sup>4</sup> Rate my beer website <https://www.ratebeer.com/breweries/new-zealand/0/148/>

**Table 1 International comparison**

Region	Number of breweries per 100,000
Oregon (USA)	6.49
Washington (USA)	5.07
<b>New Zealand</b>	<b>4.15</b>
United Kingdom	3.04
Australia	2.10
United States	1.96
California (USA)	1.95

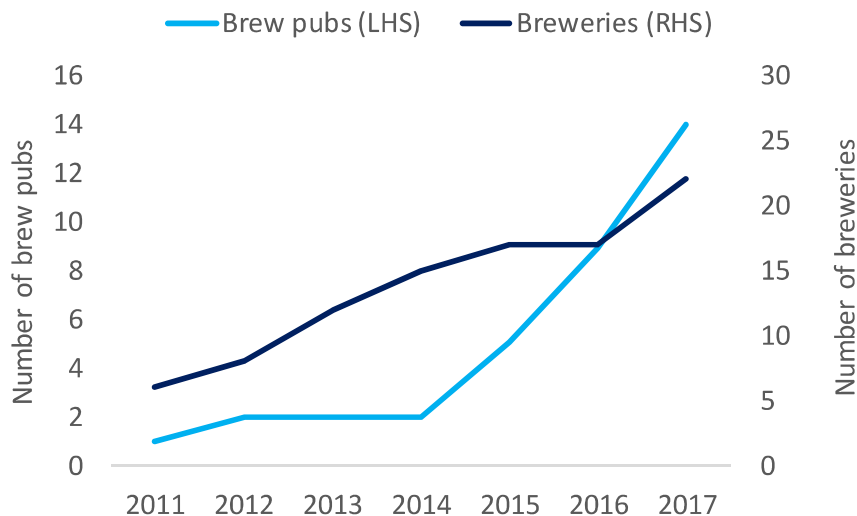
Source: Craft beer reviewer, Brewers association

### Case study: Growth of brew pubs in Wellington

Brew pubs (which brew onsite or under contract) have been growing strongly in the last few years, however a lack of data means that this phenomenon has been hard to measure. To find out more we asked the 14 brew pubs in the Wellington region when they opened their premises.

Figure 5 illustrates the growth in brew pubs in Wellington. The first brew pub (Fork and Brewer) opened in 2011; the Black Dog opened the following year. Since 2014 at least 2 brew pubs have opened each year in the region.

**Figure 5 Number of brew pubs & breweries in Wellington**



Source: NZIER

Brew pubs are a more recent phenomenon in the Wellington beer market, growing faster than the number of breweries opening in Wellington. Since 2014, an average of