

— STATE OF THE —

HOMIE BREWW

— NATION —



2024 Report

In 2024, we continue to build on the insights gathered from our previous 'State of the Home Brew Nation' surveys. The inaugural survey in 2022 gave us a foundational understanding of the average home brewer in New Zealand, while the 2023 survey delved deeper with more specific questions, capturing a broader range of skill levels and backgrounds. This year, we aimed to expand even further, providing a broader picture of home brewing in New Zealand.

Despite ongoing economic challenges and reduced consumer spending, it's encouraging to see that the passion for brewing remains strong. The biggest take-aways from related questions were that brewing and drinking hasn't changed a lot, although spending on commercial beer has dropped. Matched up with our sales data, the trend from 2023 of solid spending on ingredients to keep the beer flowing and less on equipment has continued.

We included a few more product- and Brewshop-specific questions this year. While the results were largely as expected, they will help steer our product offering to better serve our valued customers.

We sincerely thank everyone who participated in this survey. Sharing these results will hopefully be of benefit to others in the industry, in the hope that we'll be able to collectively grow the brewing community.

Cheers,

Peter Moorfield

Managing Director, Brewshop Limited

694

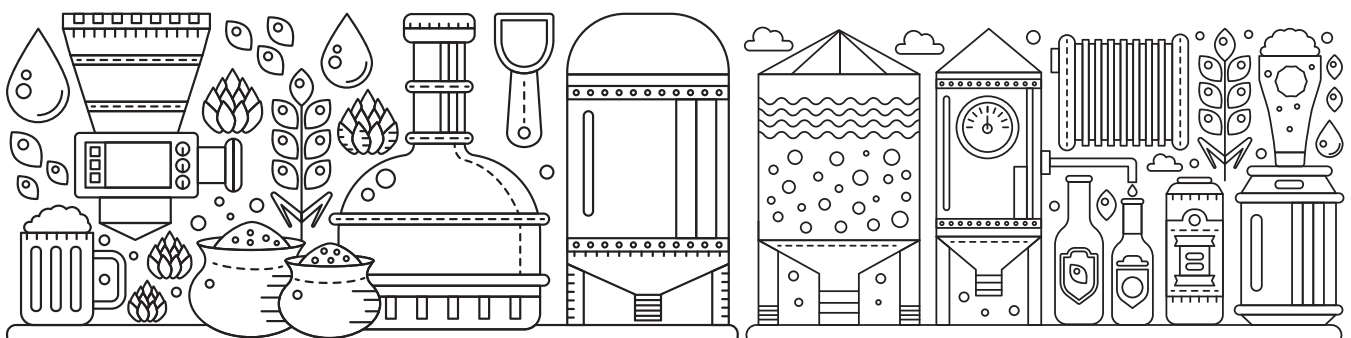
Completed surveys

86%

Completion Rate

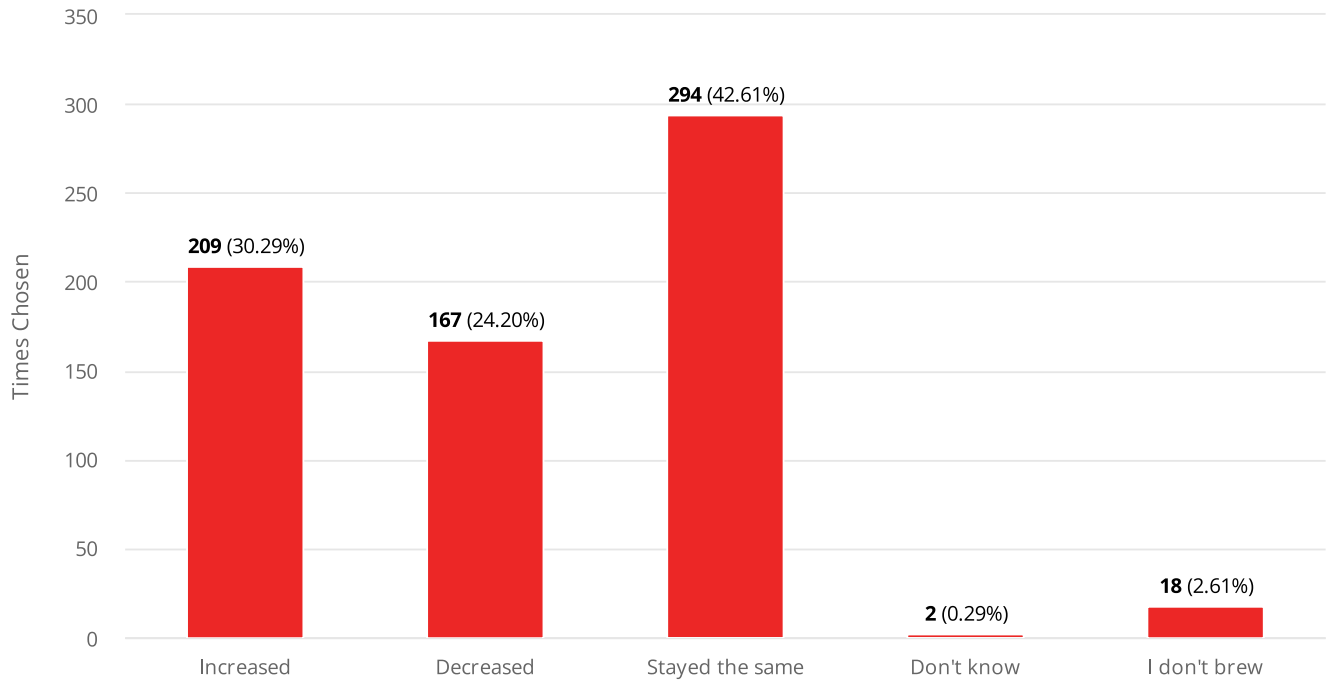
6:47 min

Average completion time

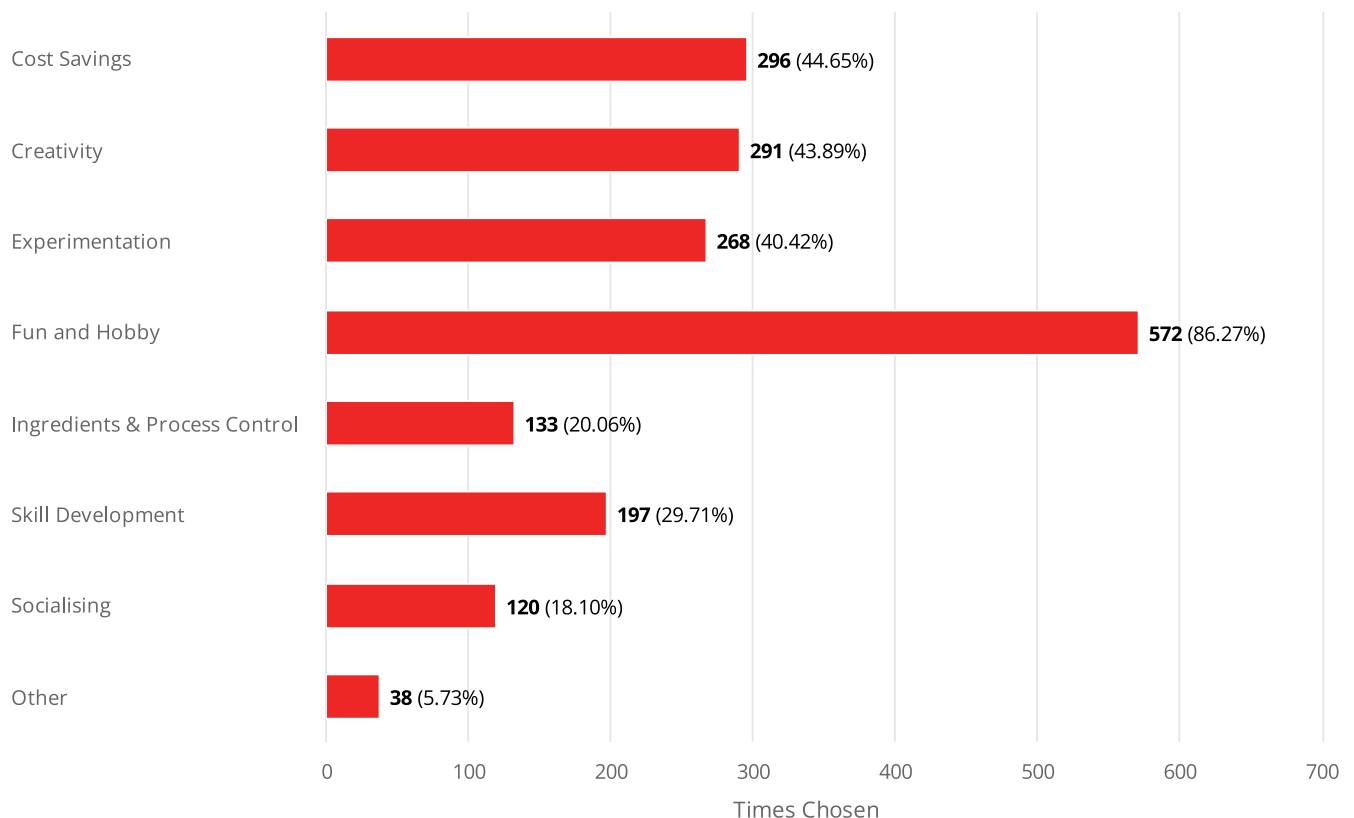


PERSONAL BREWING

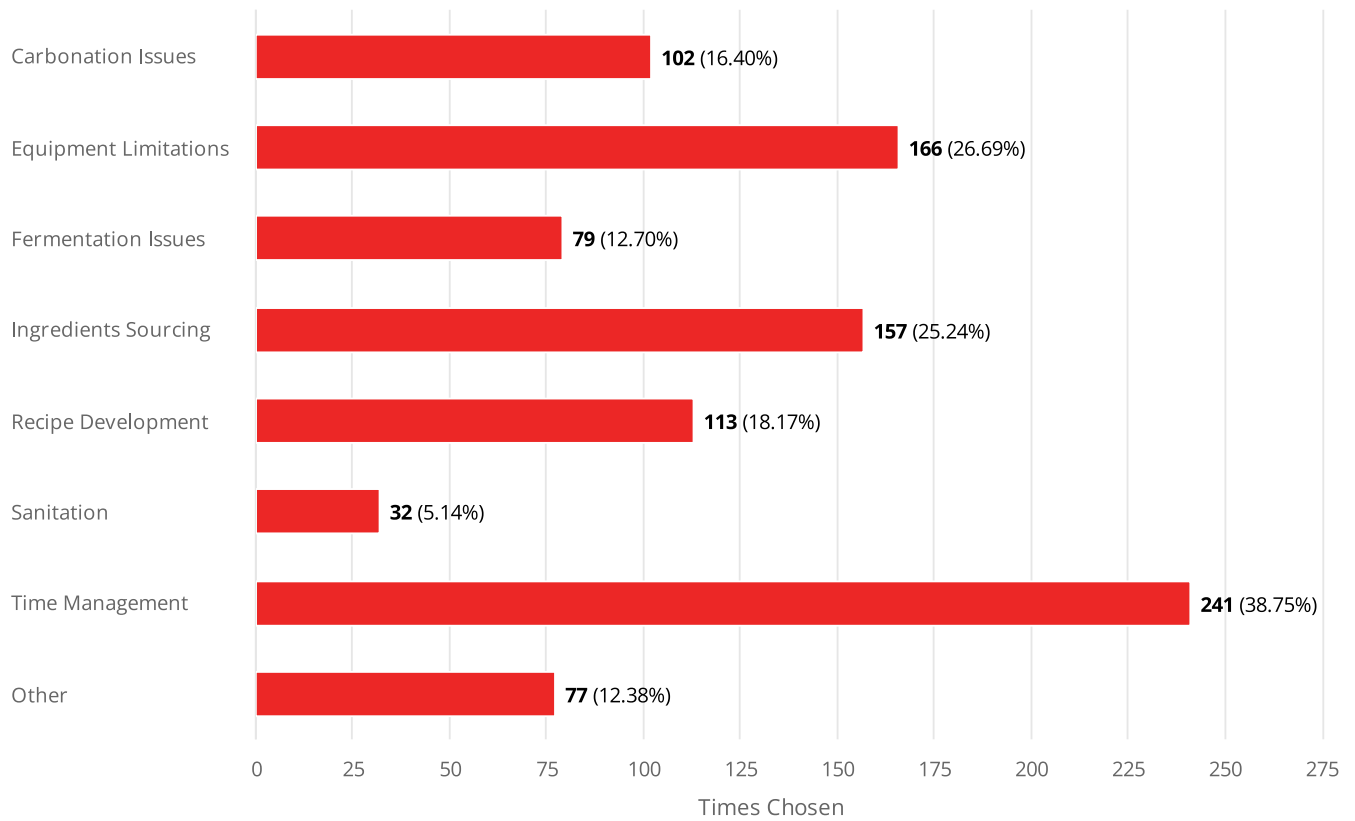
During the past 12 months, has the volume of beer you have brewed at home changed?



What is your primary reason for home brewing?

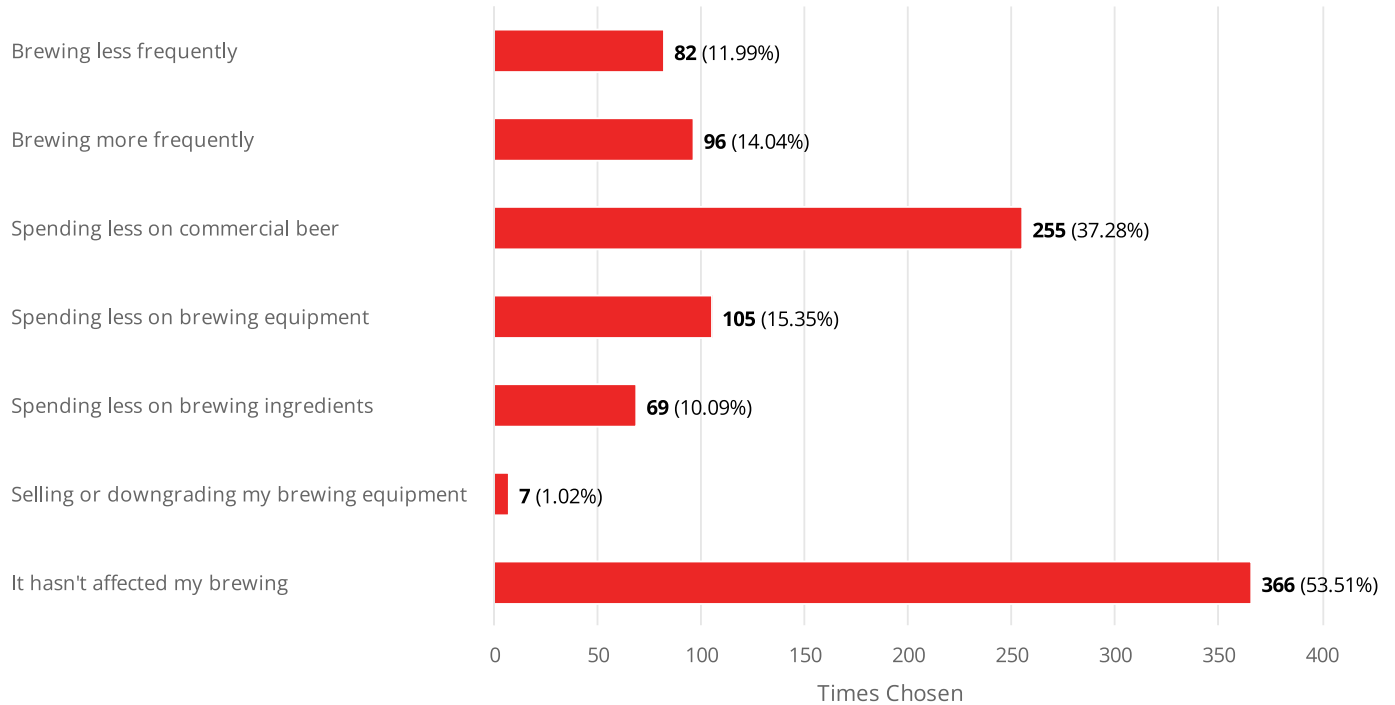


What challenges do you face while brewing?

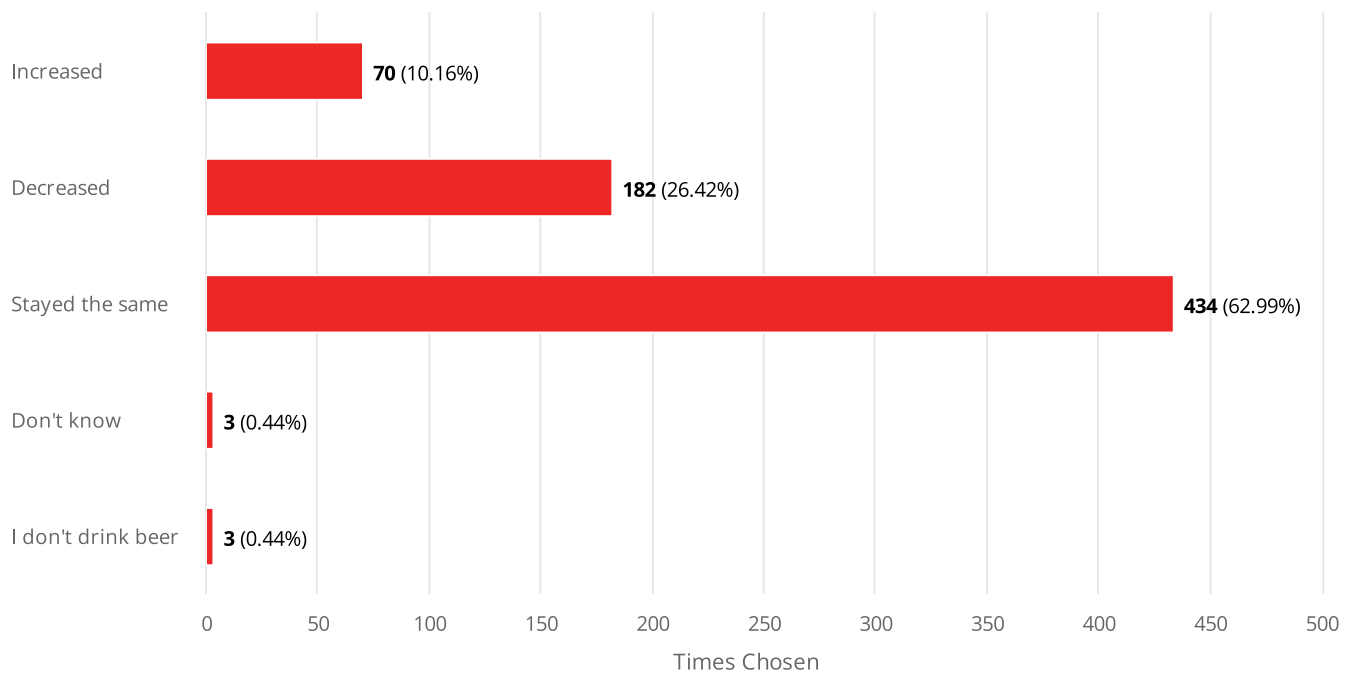


ECONOMIC IMPACT

How has the economic downturn affected your brewing?

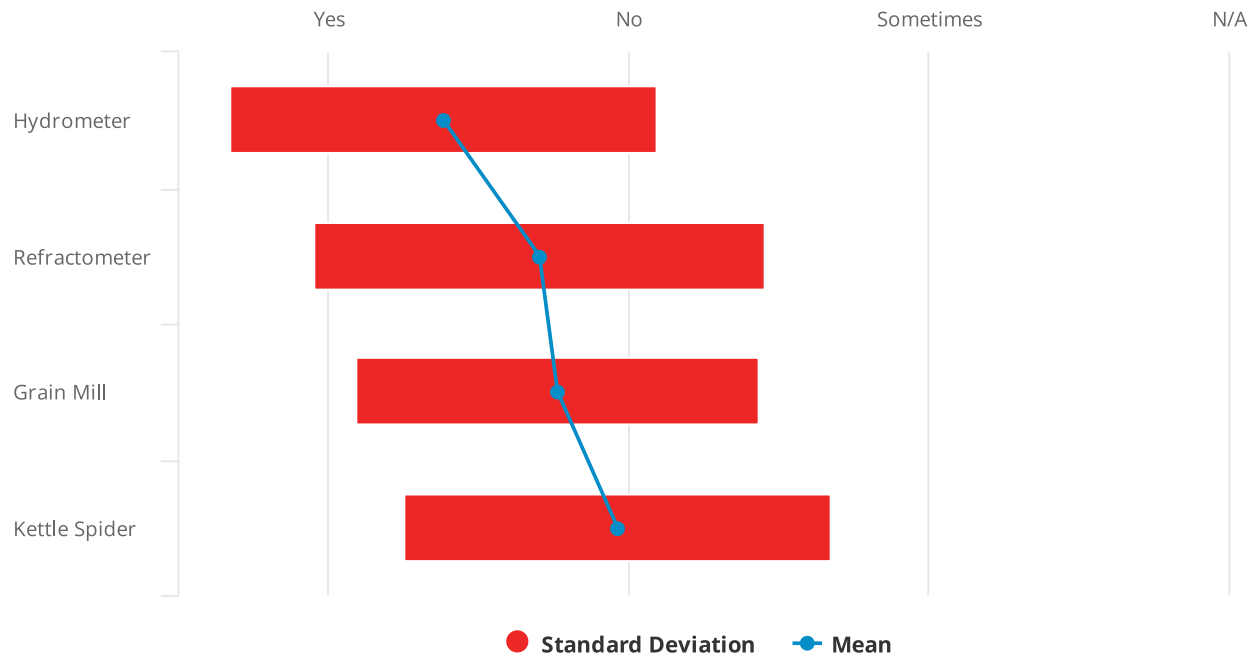


In the past 12 months, has your beer drinking changed? (commercial and home brewed beer)

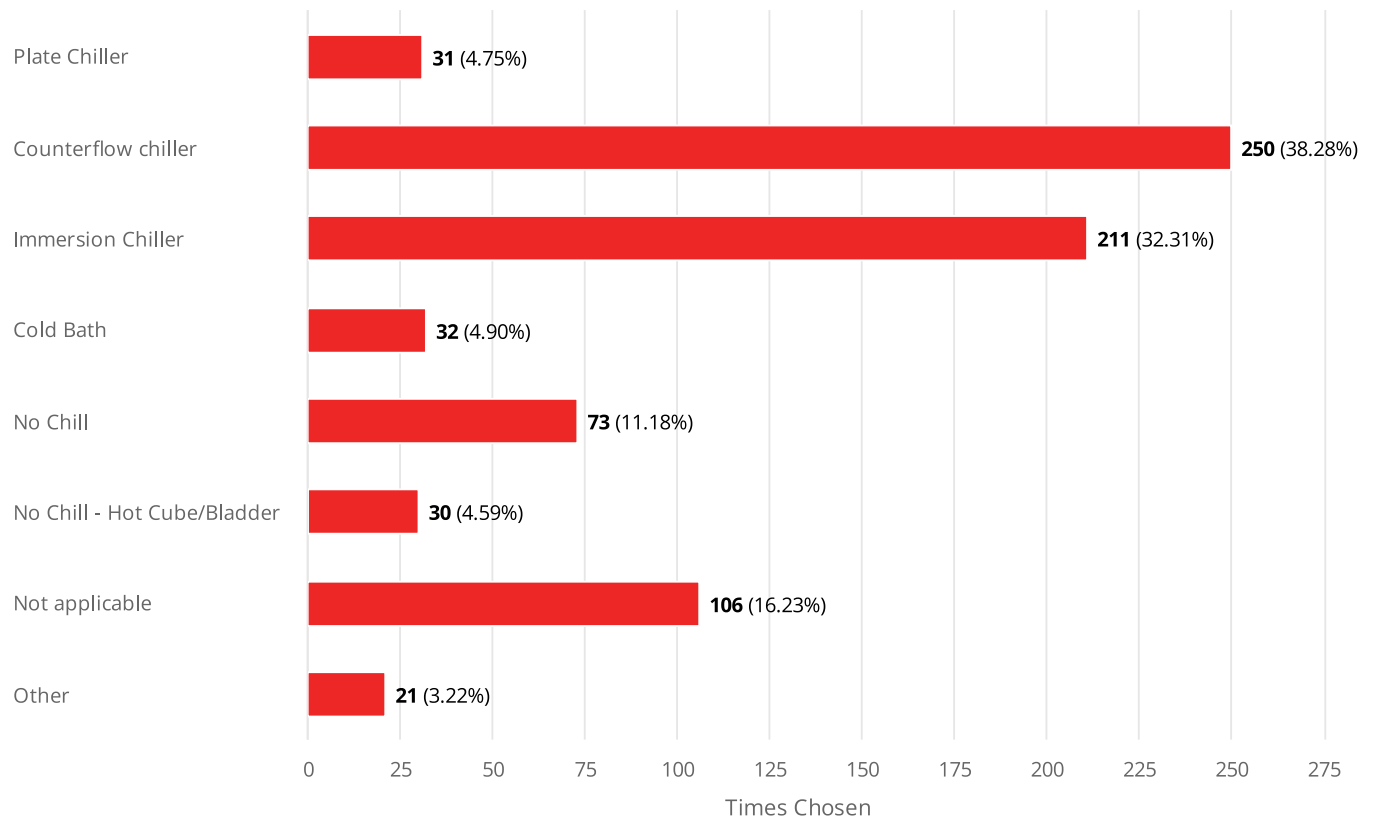


EQUIPMENT

Do you use these in your brewing?

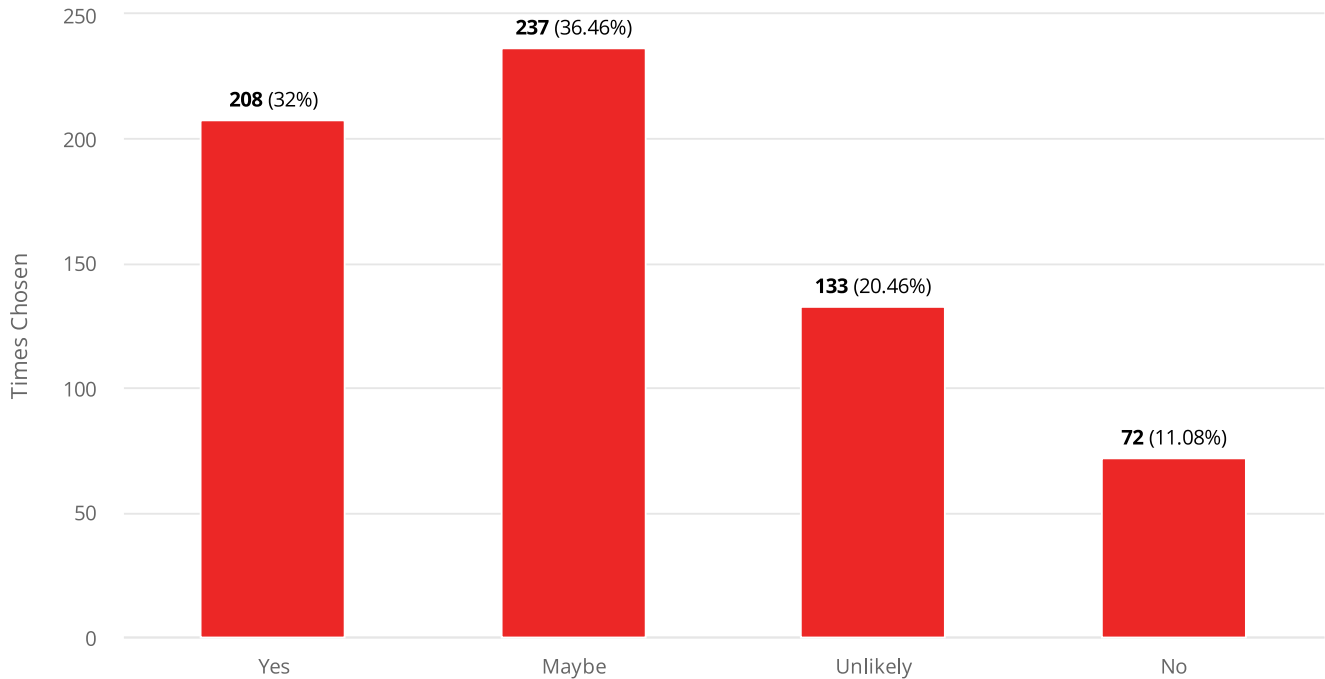


What wort chilling methods do you use?

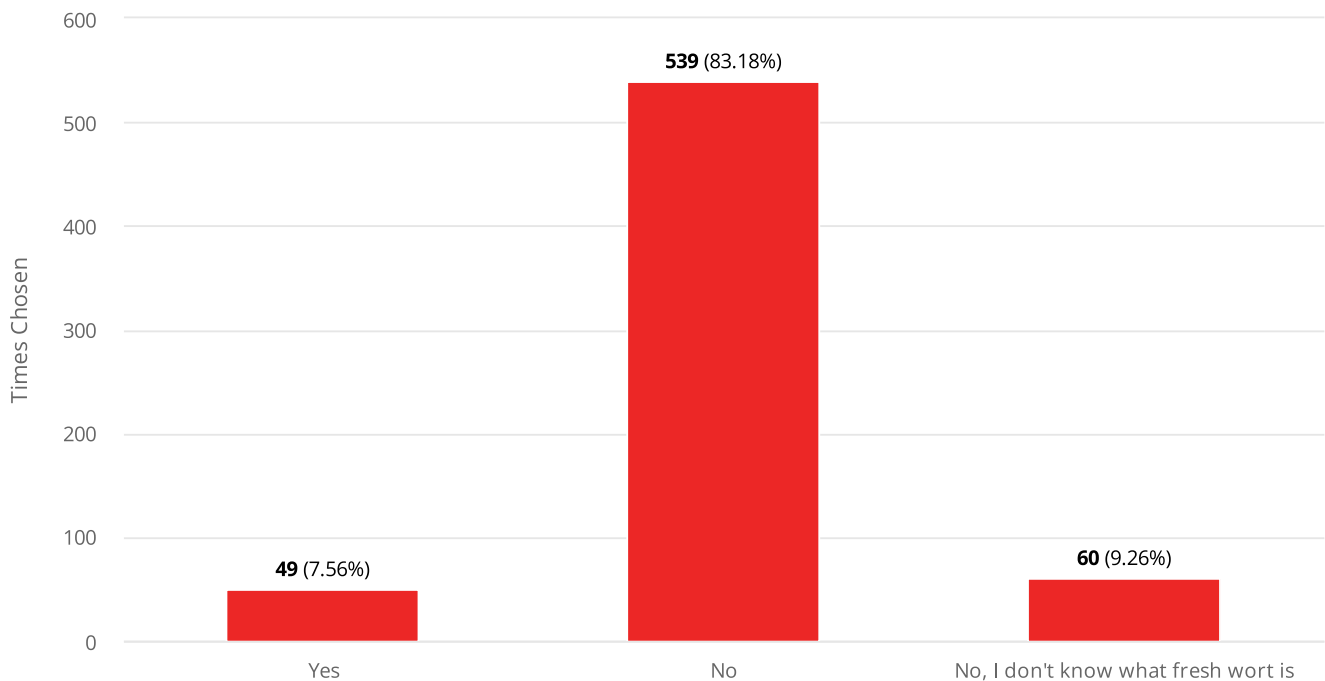


INGREDIENTS

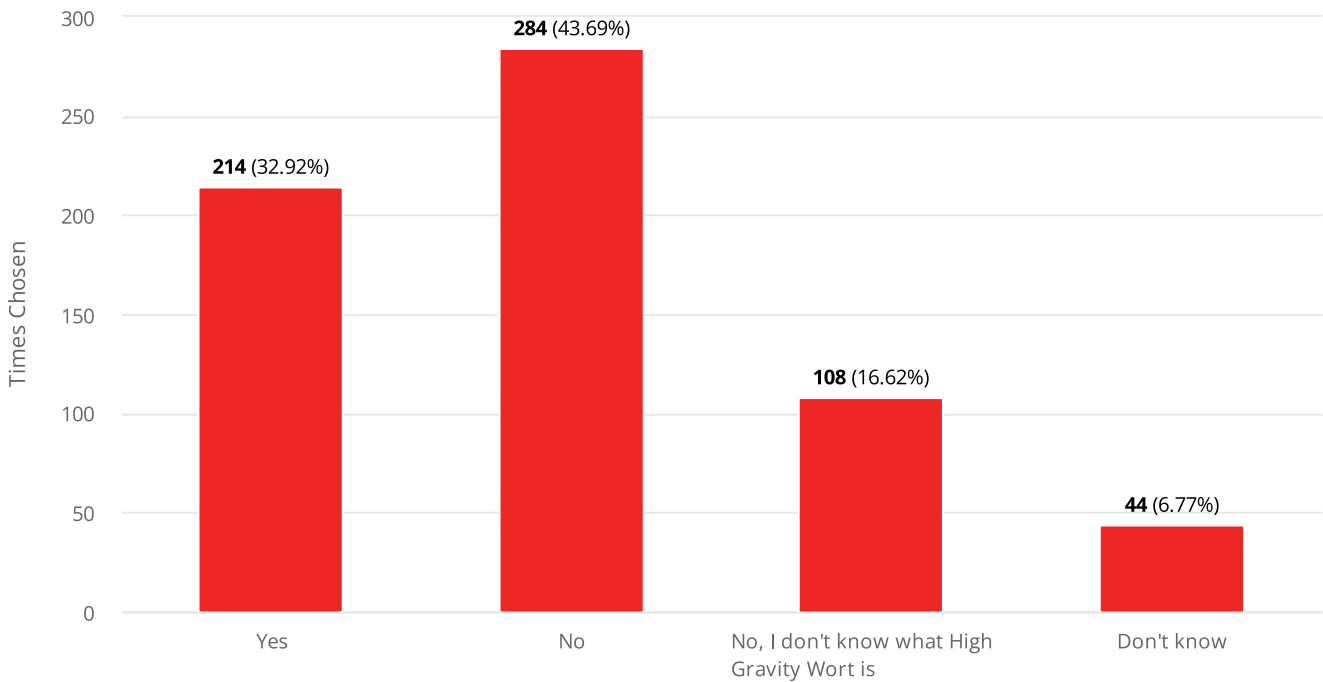
Would you purchase fresh hops when seasonally available?



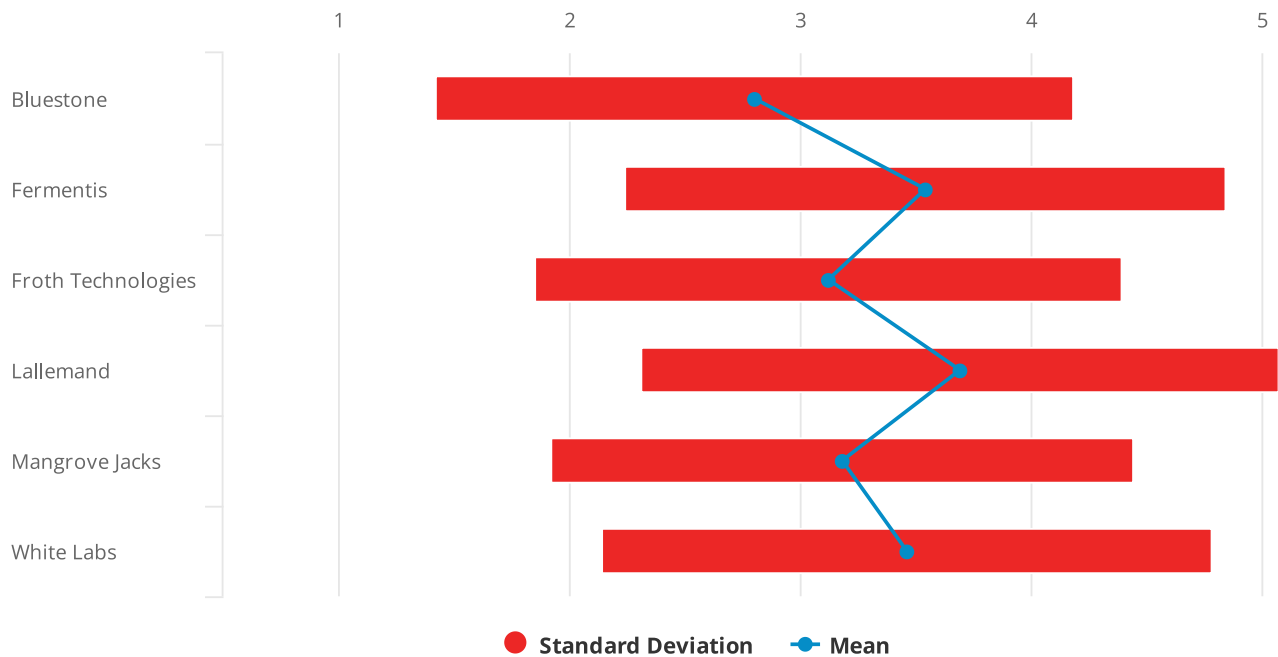
In the past 12 months, have you purchased and used an unconcentrated fresh wort pack? (i.e. Fresh Wort Pack)



Are you aware that High Gravity Wort is a more shelf stable fresh wort alternative?

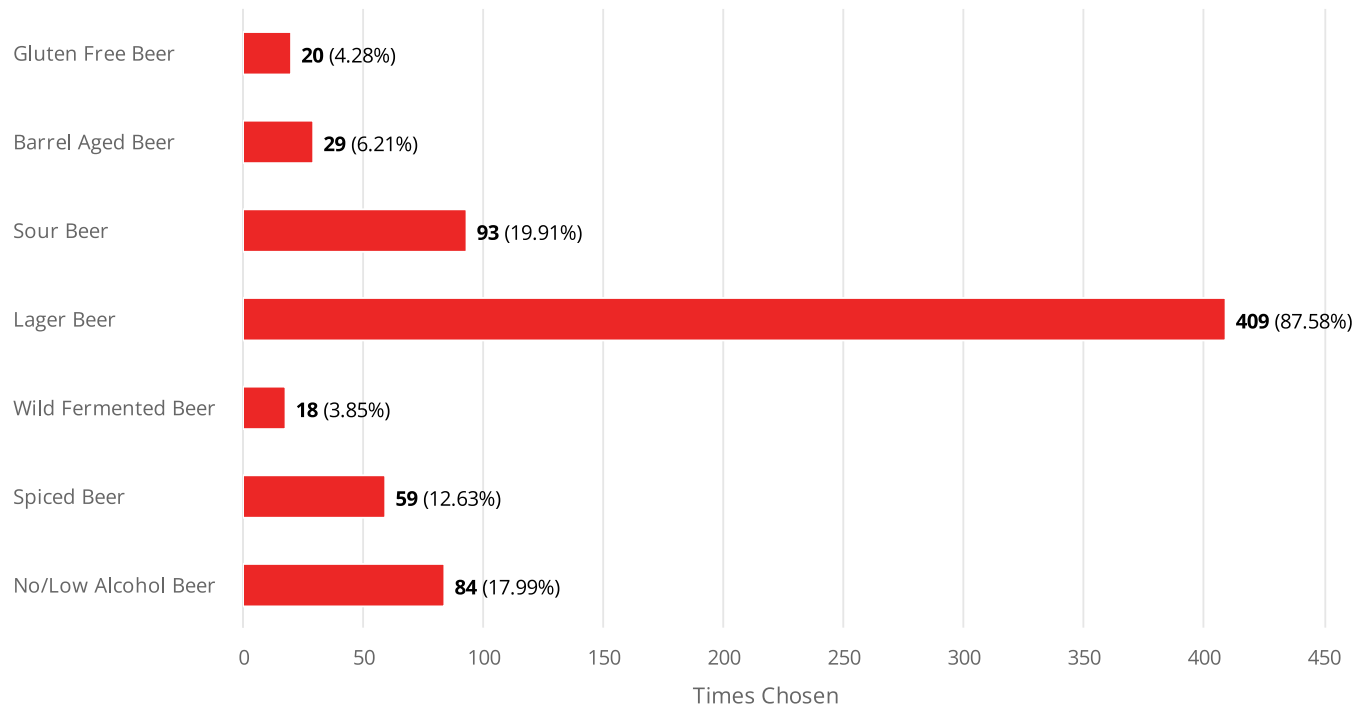


Assuming all yeast is in stock, please rate your yeast brand preference:



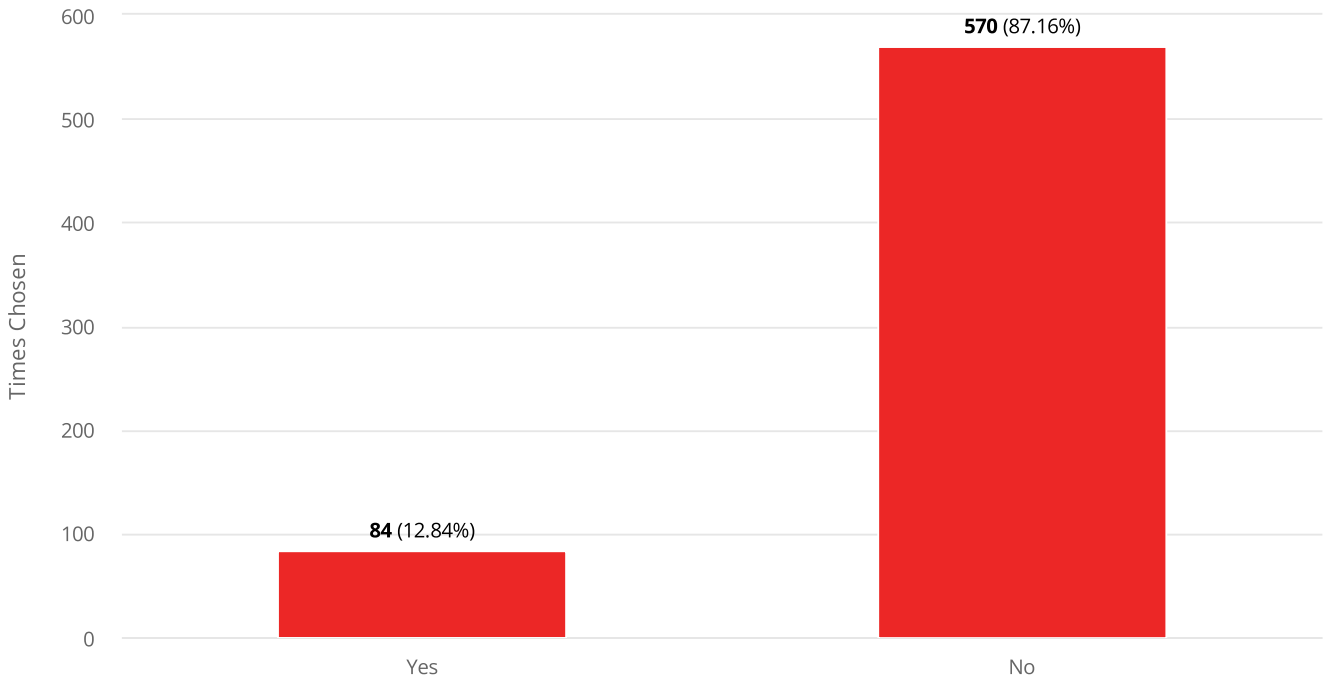
BEER STYLES

Have you brewed any of these in the past 12 months?

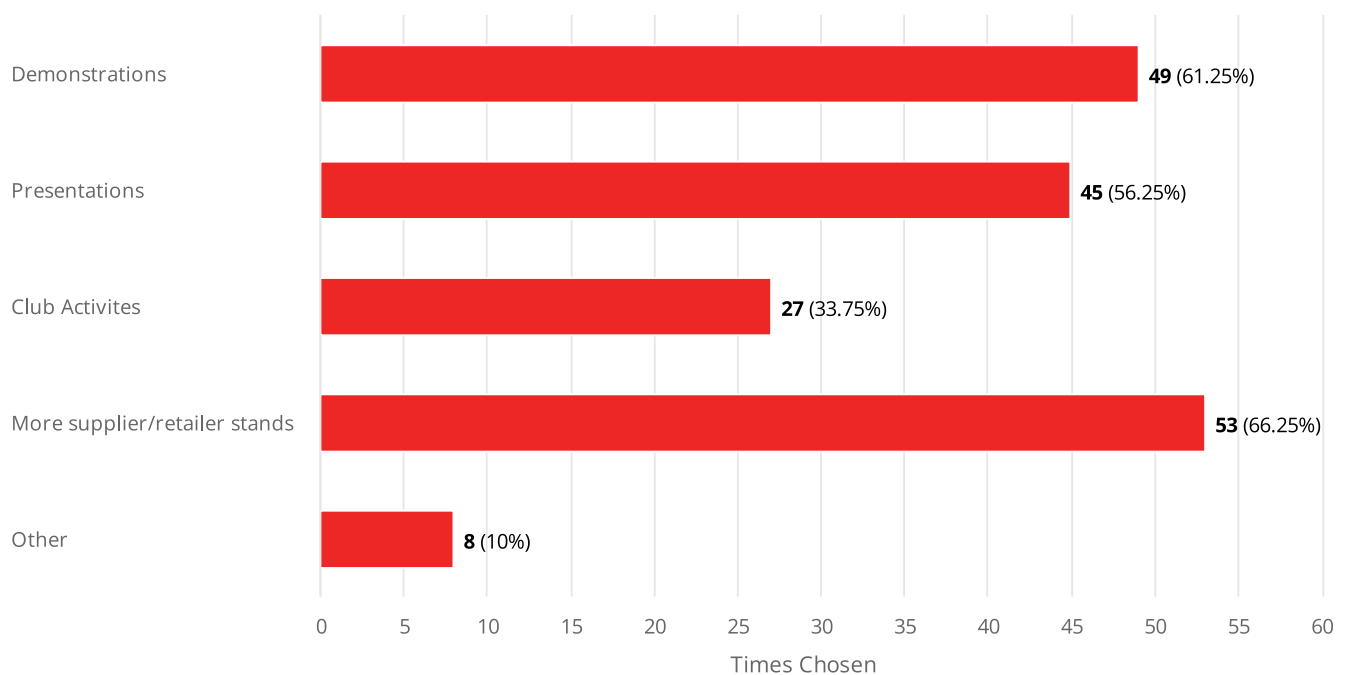


BEERVANA

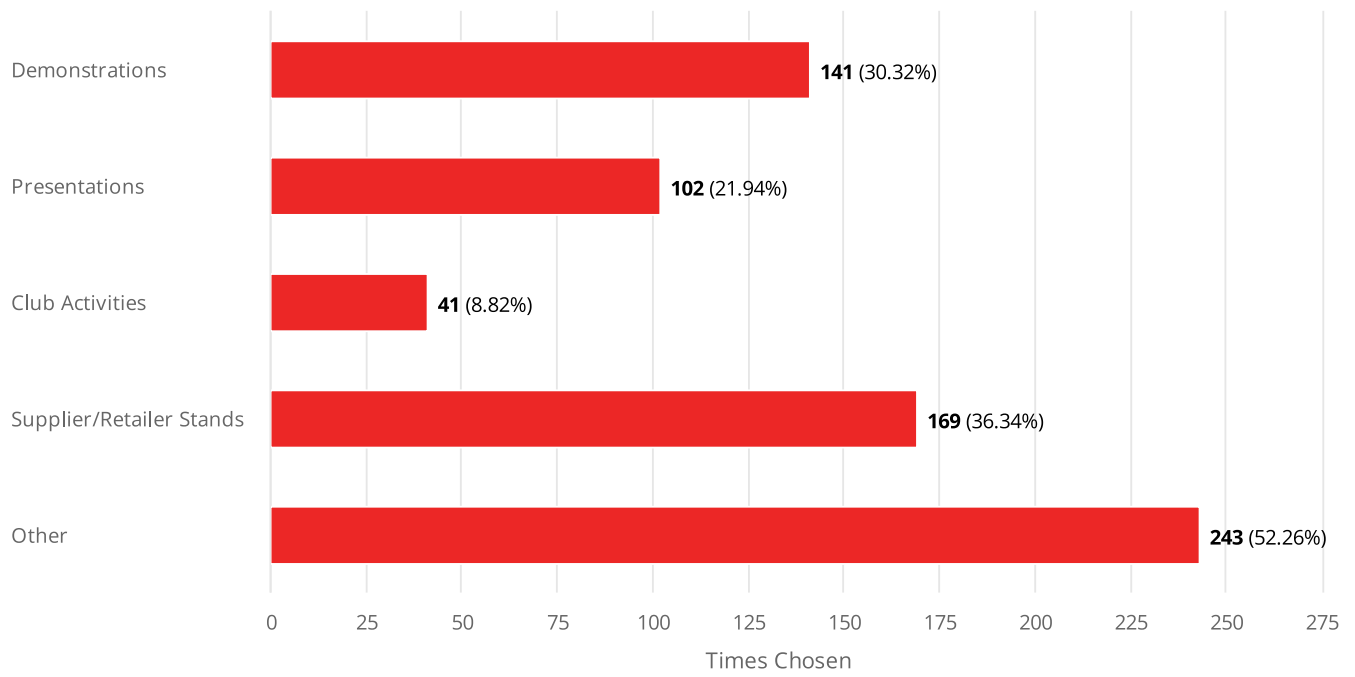
Did you attend the Beervana festival in Wellington in August 2024?



Thinking of home brewing, what would you like to see at Beervana in future?

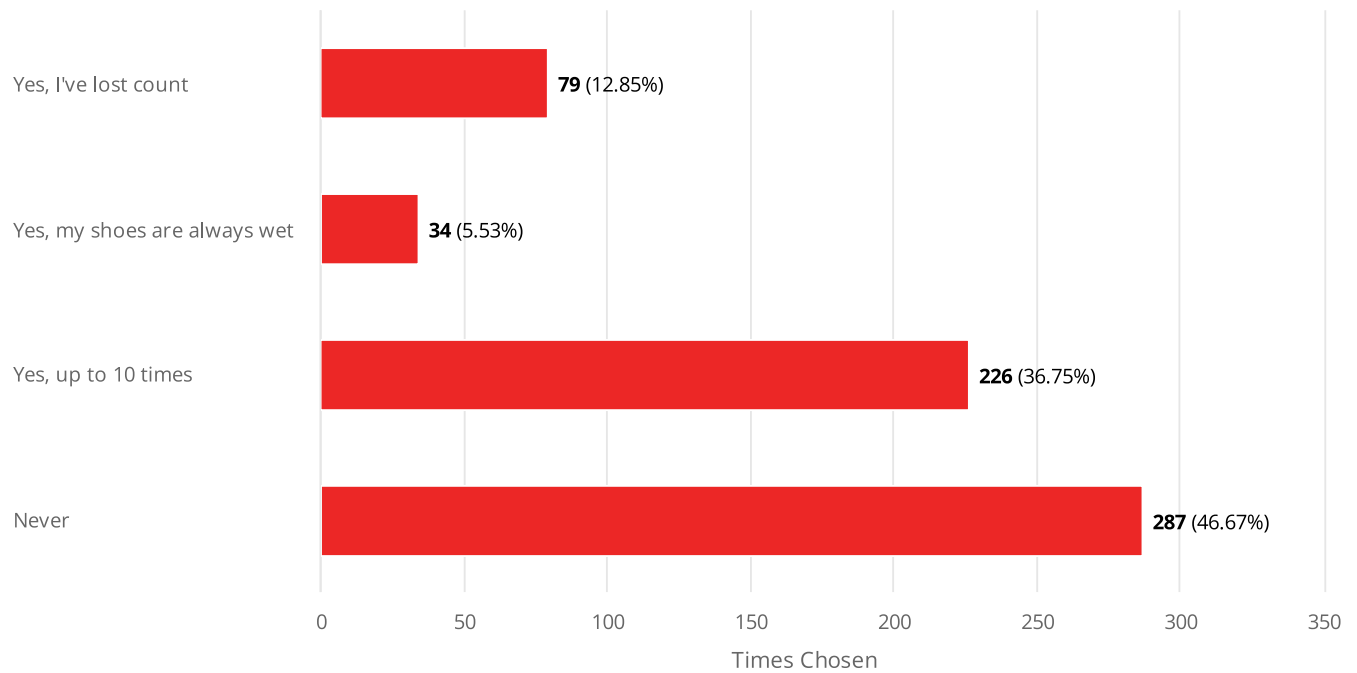


What would encourage you to attend Beervana?



THIS YEAR'S RANDOM QUESTION

Have you ever left a tap open while brewing?



BY THE NUMBERS

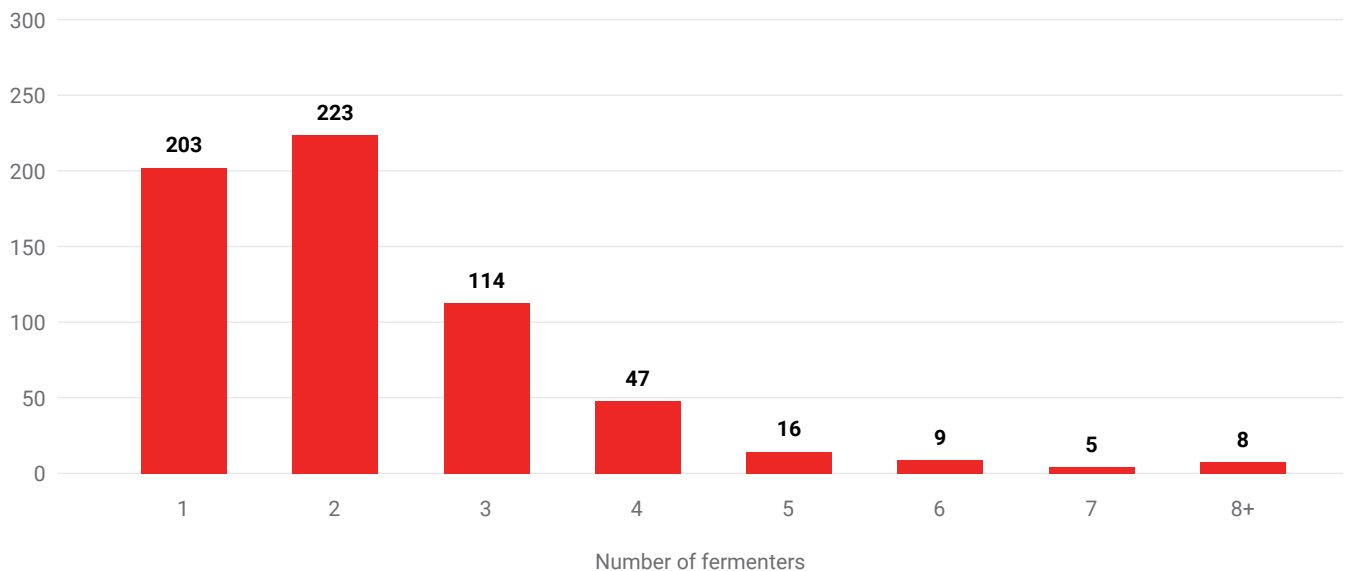
On a monthly basis, how much would you spend on brewing ingredients? (average)

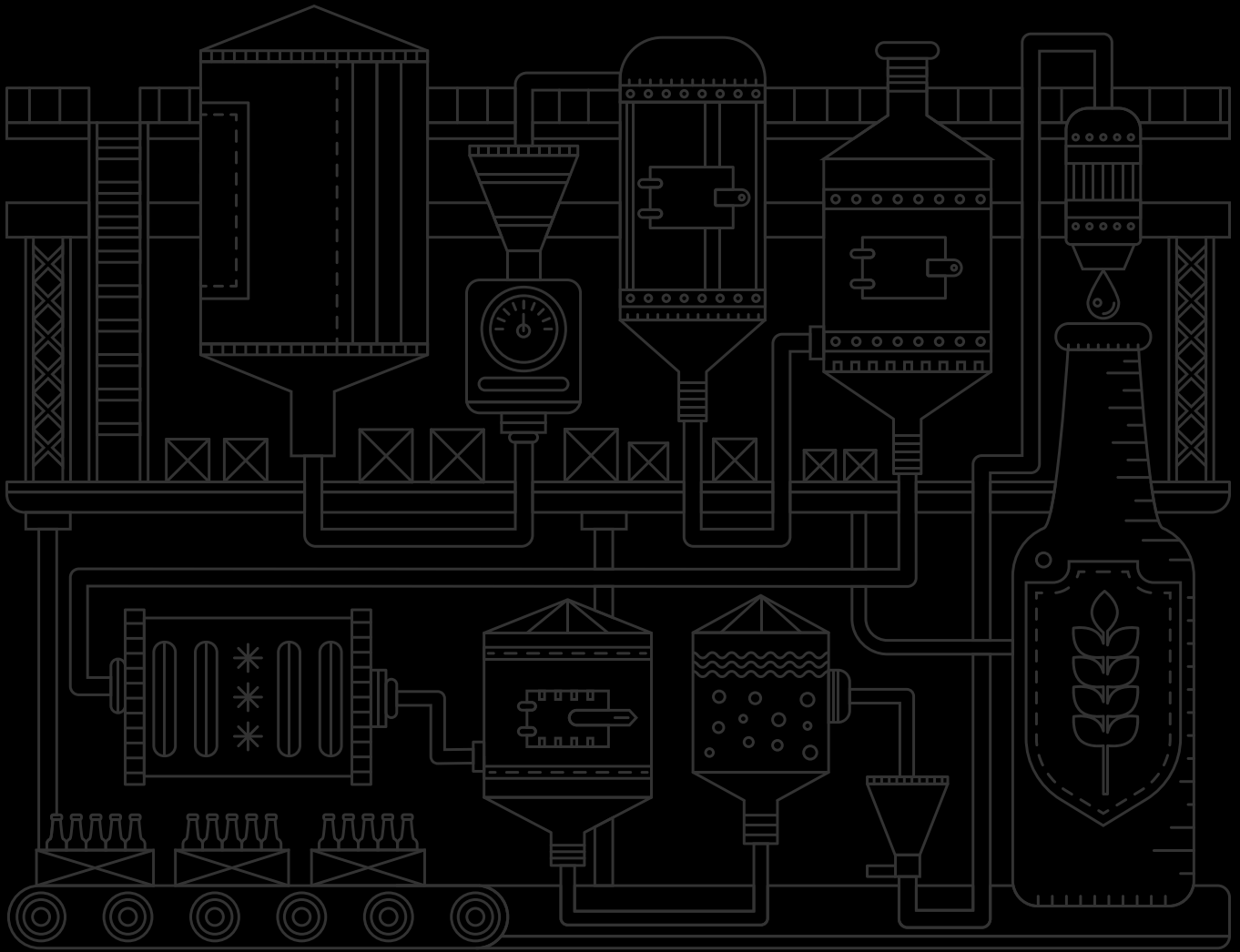
\$77

On a monthly basis, how much would you spend on brewing equipment? (average)

\$40

How many fermenters do you have that have been used in the past 12 months?





About Brewshop

Online Retail | Wholesale | Craft Breweries

Brewshop is New Zealand's leading beer brewing ingredients and equipment retailer. Dedicated to beer, they supply home brewers, craft breweries and retail partners nationwide with product brands such as Ss Brewtech, Krome, Kegland, Hop Revolution, and Gladfield Malt.



[brewshop.co.nz](https://www.brewshop.co.nz)