

— STATE OF THE —

HOMIE BREWW

— NATION —



2023 Report

In 2022, we ran the first State of the Home Brew Nation survey and gained a general understanding of what makes up the average home brewer in New Zealand.

The 2023 survey built on that as the survey questions became more specific and continued to gather information from home brewers across different skill levels and backgrounds, with the aim of providing a more comprehensive overview of the current state of home brewing.

As passionate brewers ourselves, we have our own ideas on what is interesting and what we think the trends are in home brewing. It is good to see that we are well aligned to the general brewing populace based on these survey results. We also have the privilege of comparing these results with retail sales data to better see any patterns.

In a year that has seen a drop in consumer spending, it is encouraging to see the interest in brewing has not diminished. In general, we have found that spending has been more around ingredients and keeping the beer flowing, rather than investing in more, larger or better equipment. The survey results show that the majority of respondents (64%) are looking to upgrade their brewing equipment in 2024, and perhaps if the economy swings back, then these plans may eventuate.

Thank you for all your responses. We, and perhaps other parties, hope to use this data to better service our brewing customers. However, the overall aim is to generally feed the industry with information and help foster home brewing in New Zealand.

Cheers,

Peter Moorfield

Managing Director, Brewshop Limited

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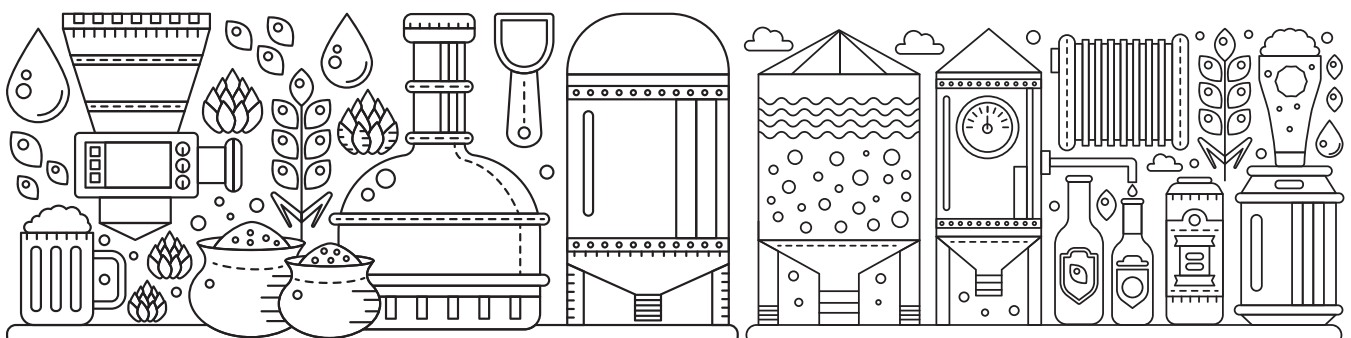
Completed surveys

90%

Completion Rate

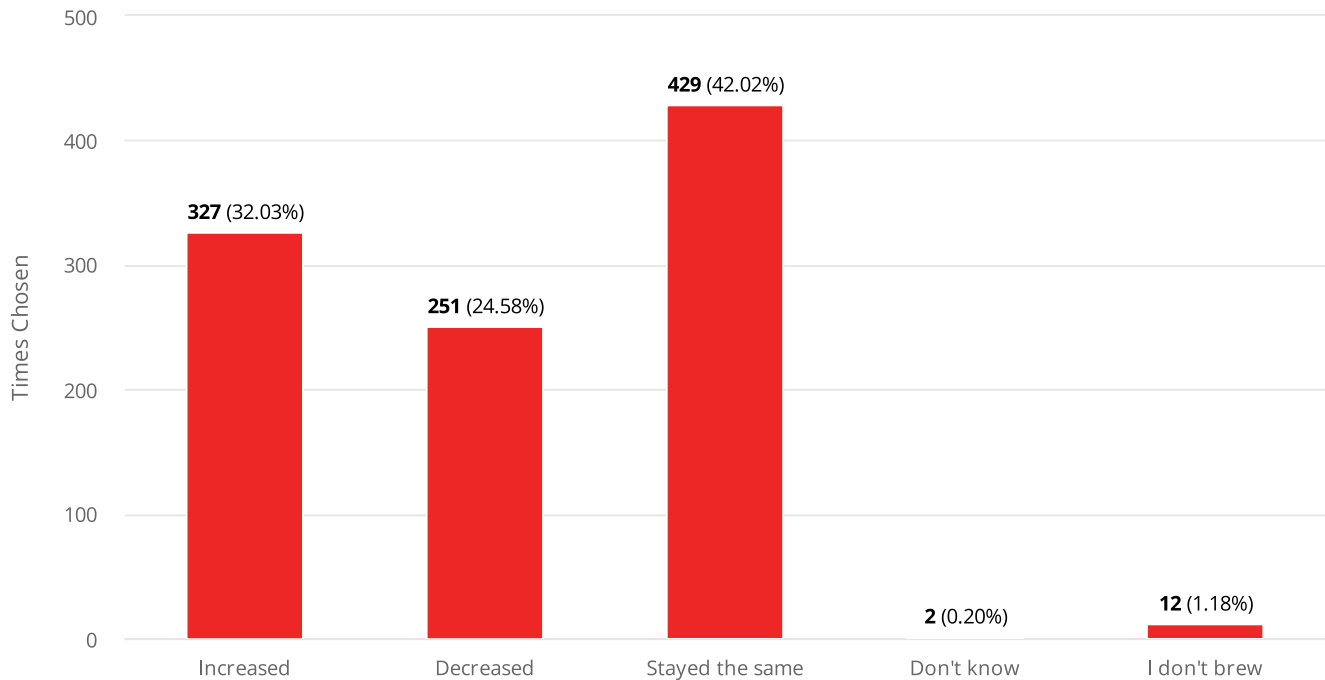
7:50 min

Average completion time

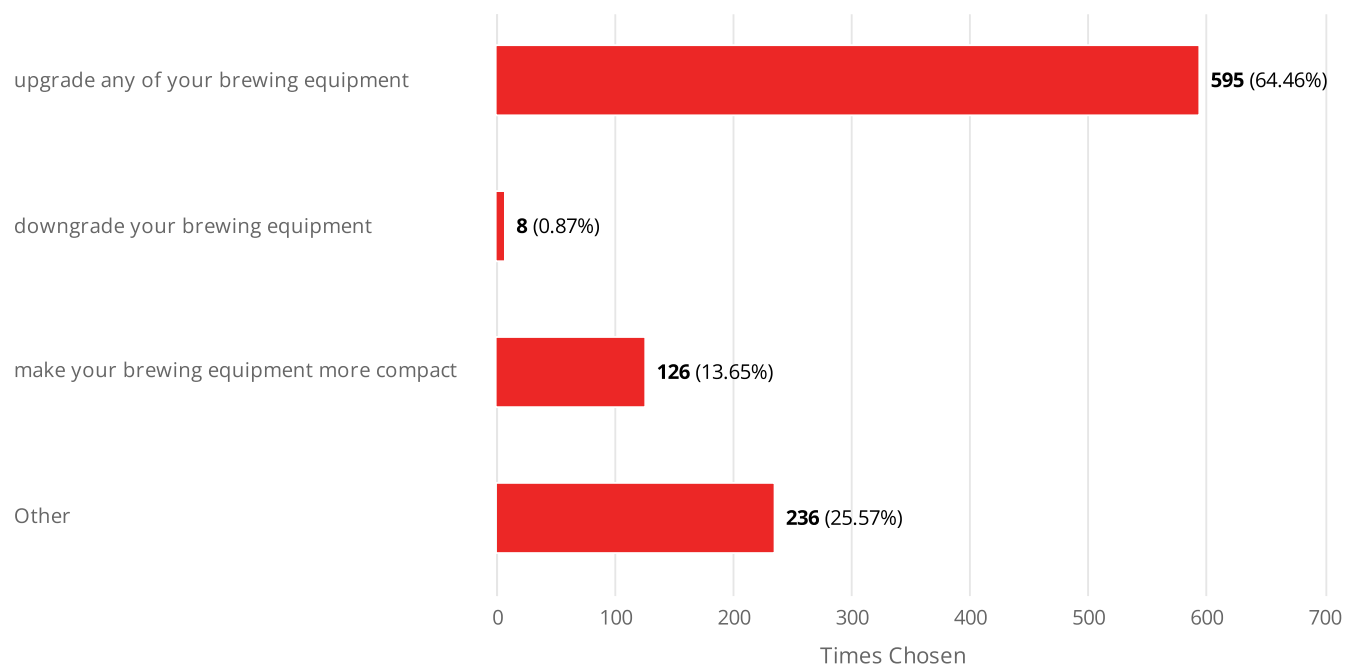


PAST & FUTURE

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

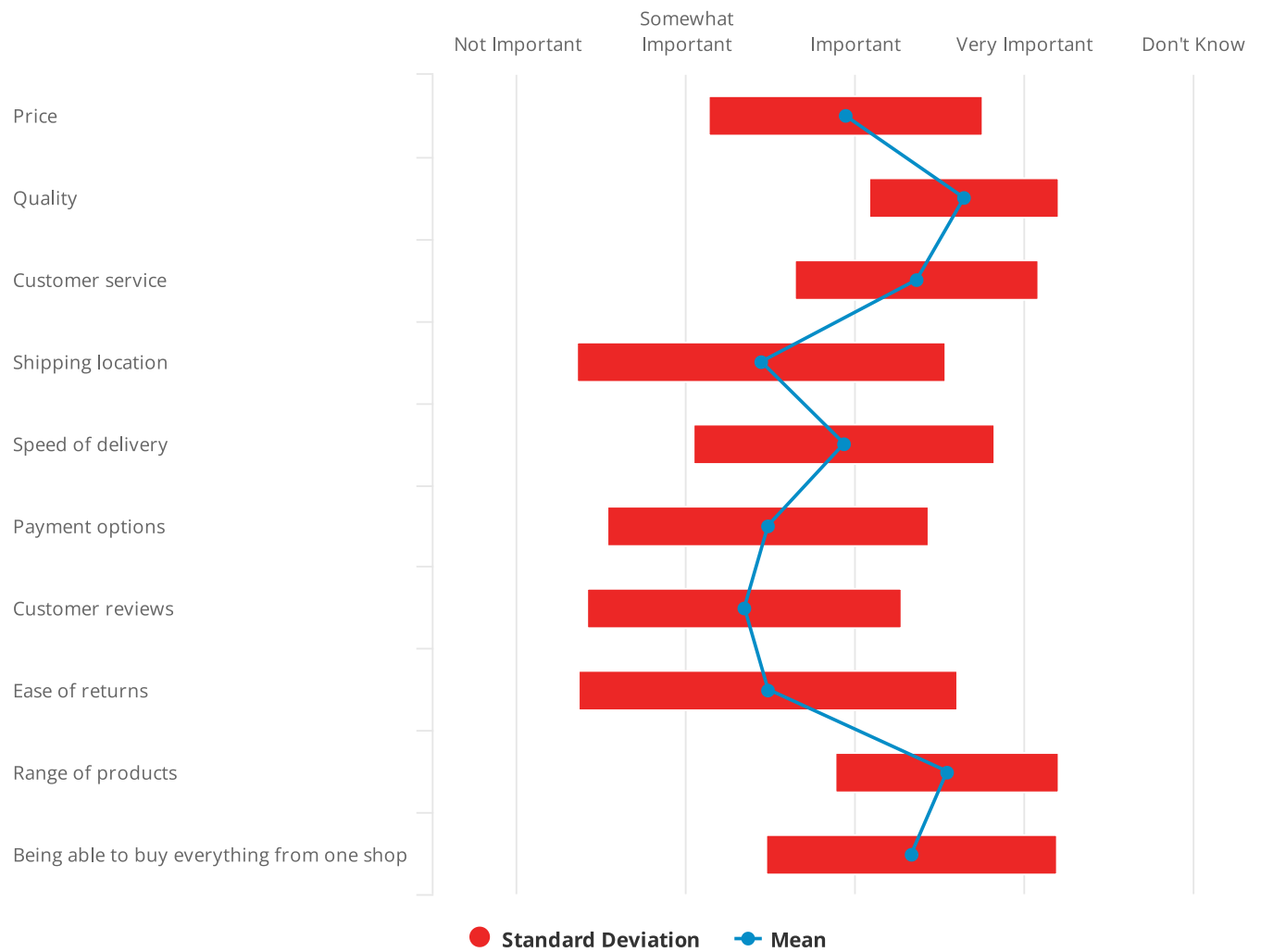


Over the next 12 months, do you plan to:



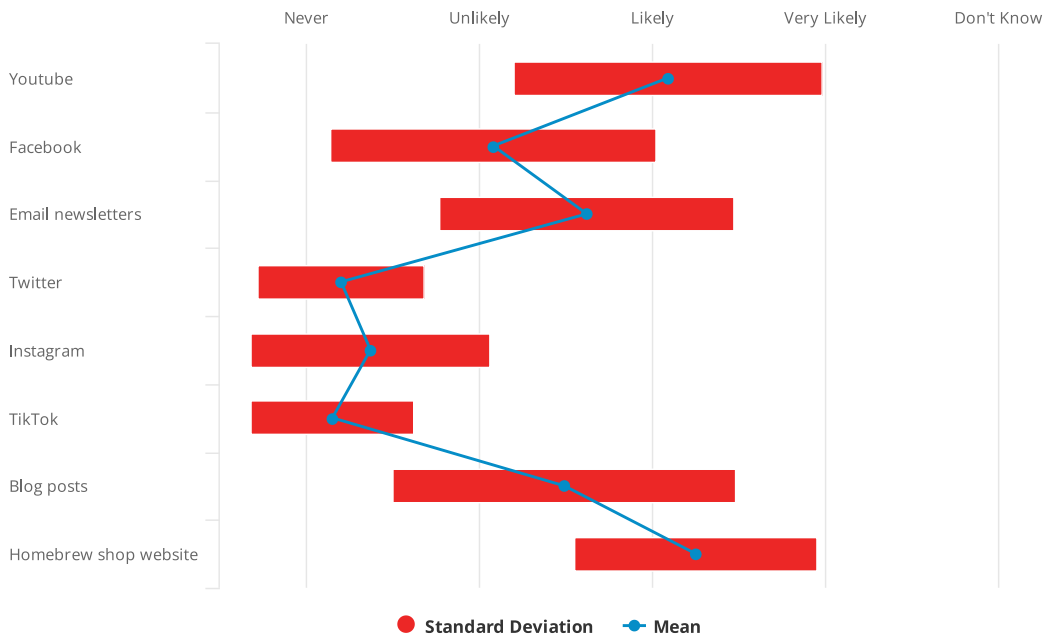
EQUIPMENT

When purchasing brewing ingredients and equipment online, how important are these factors in determining where you buy?

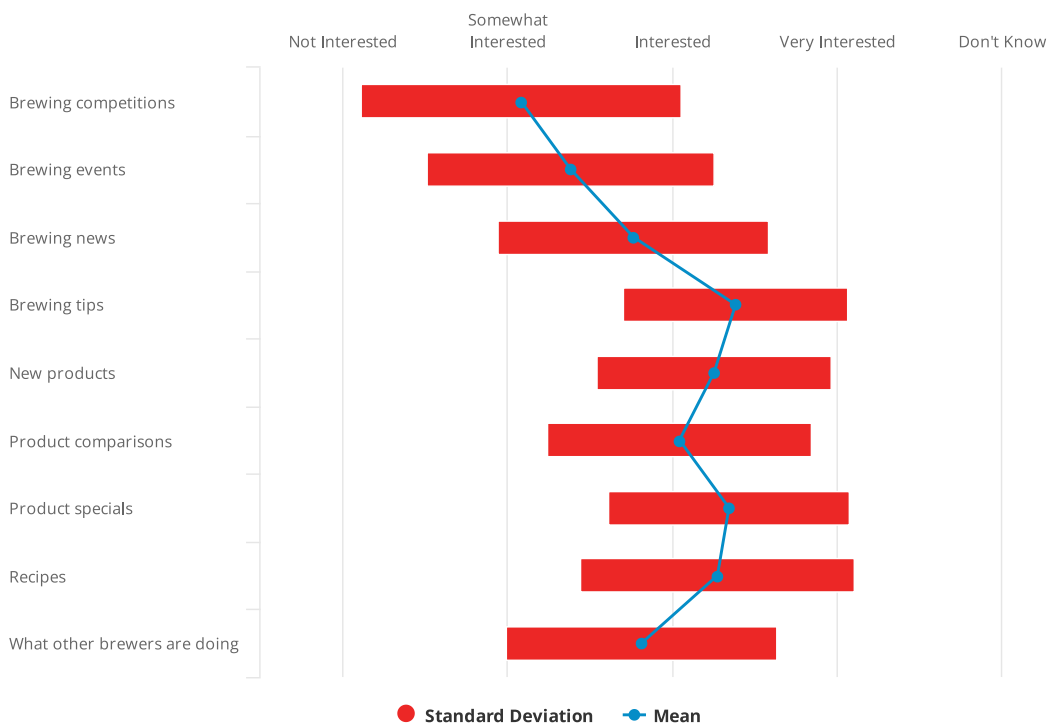


BREWING INFO

When looking for brewing information, how likely are you to use these channels?

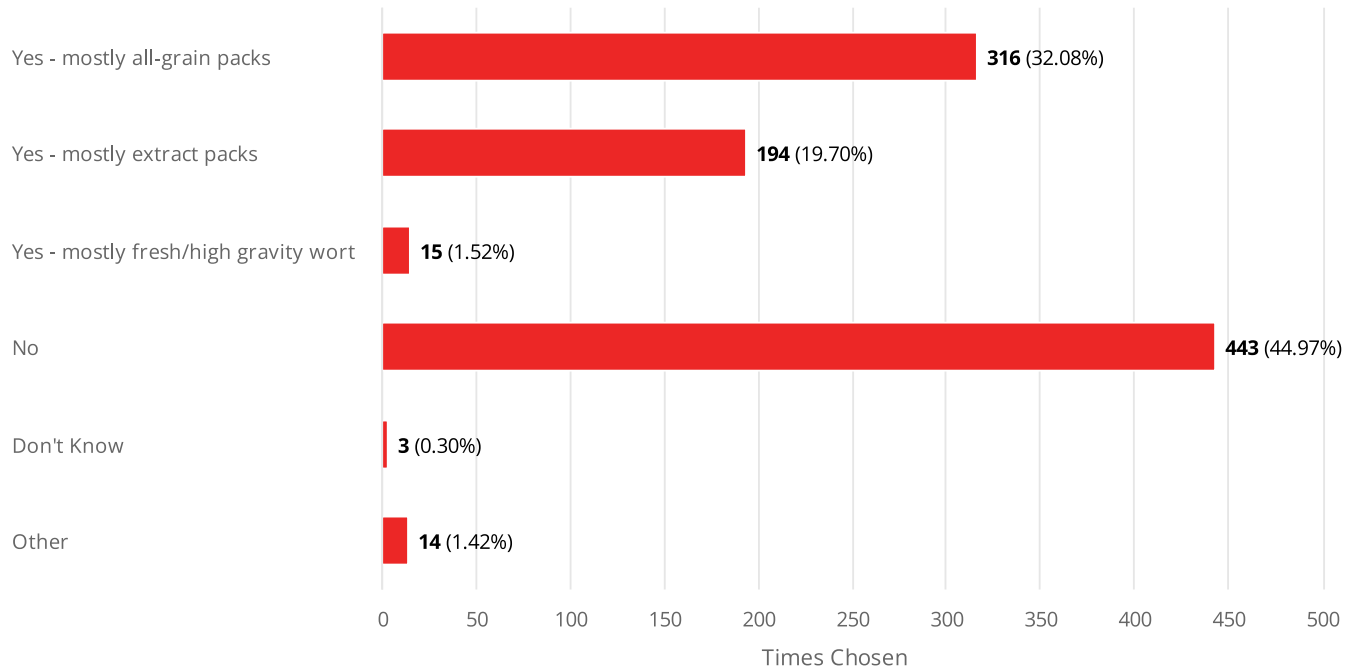


When reading email newsletters about brewing, how interested are you in the following areas?

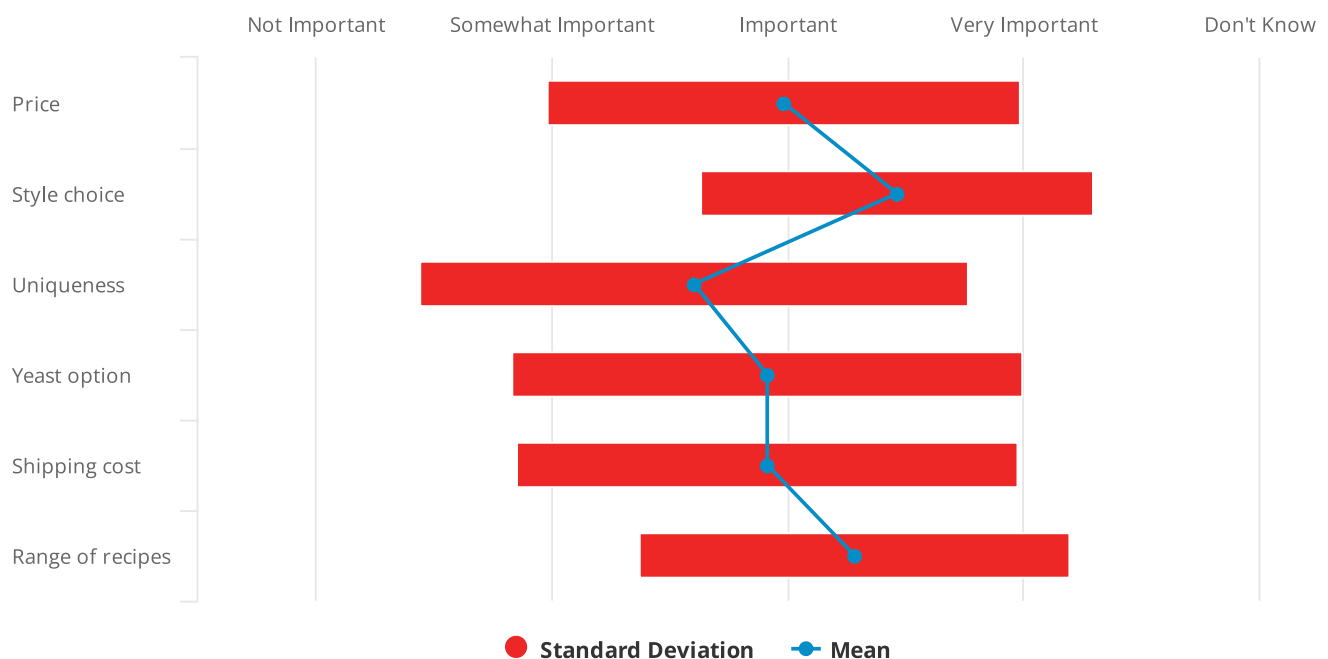


INGREDIENTS

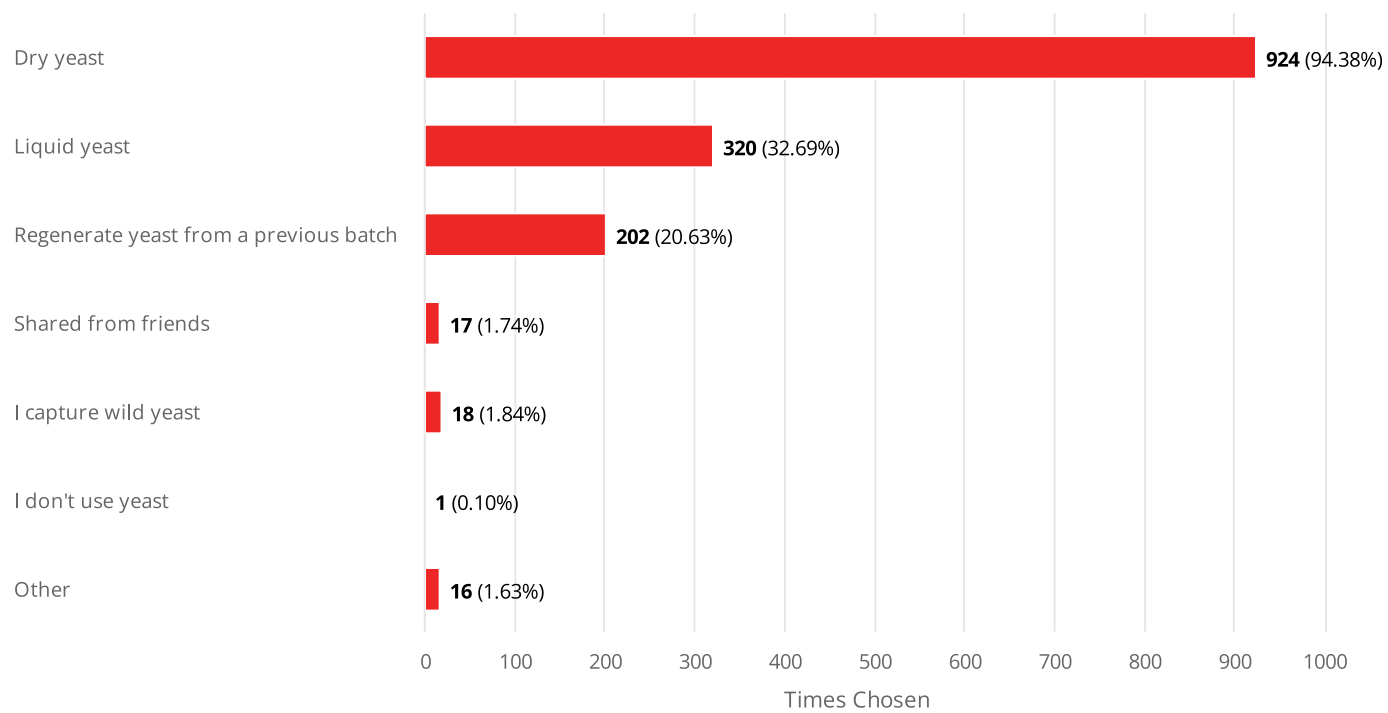
Have you purchased pre-defined recipe packs in the past year?



What would you look for when purchasing a recipe pack? Please rate the importance of these:

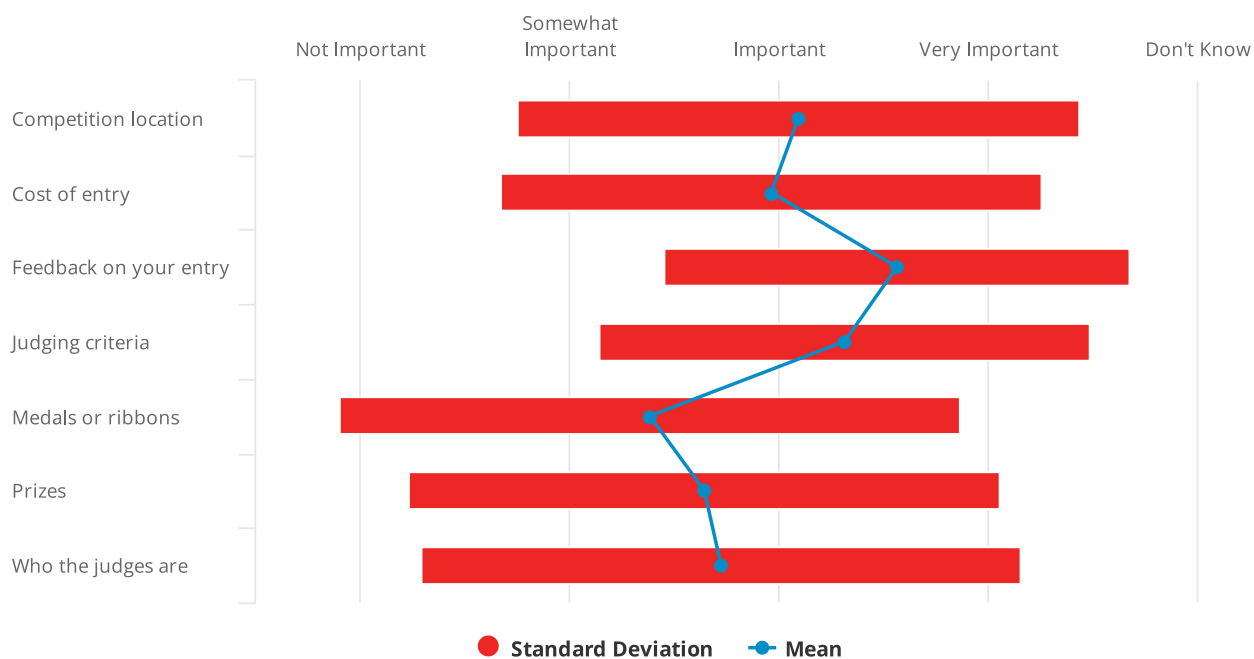


What type of yeast do you use for brewing?

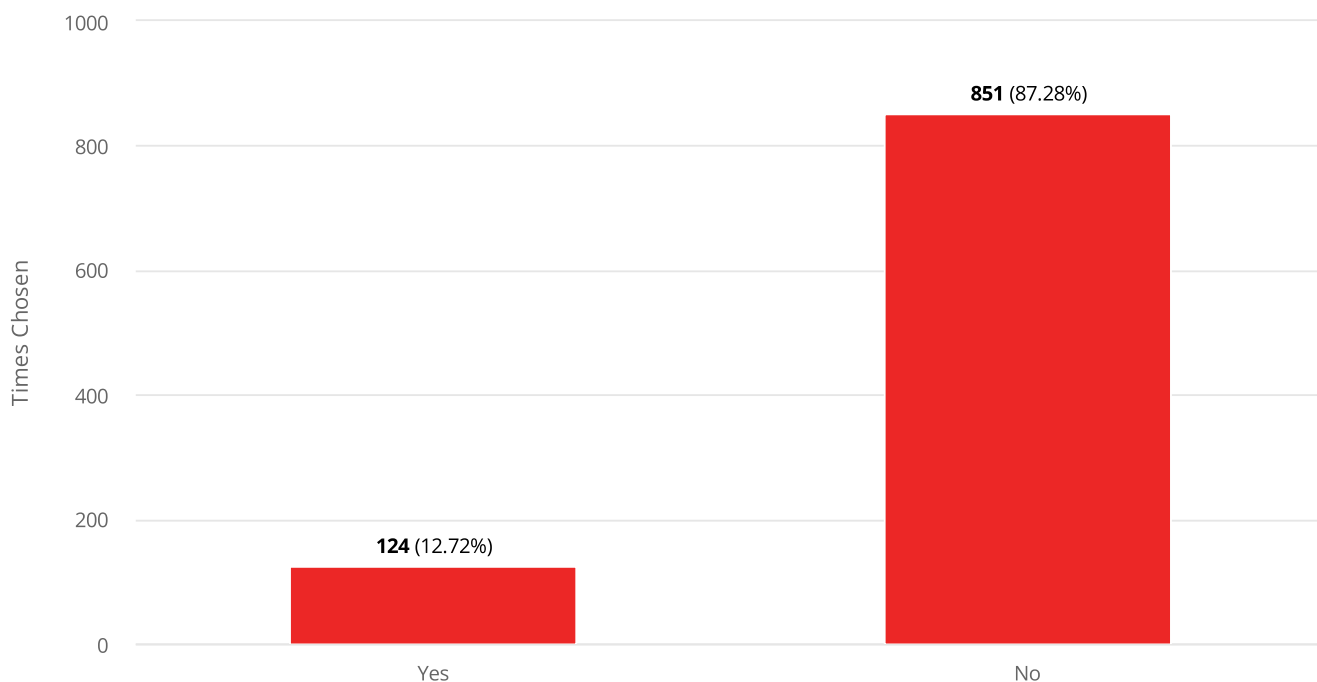


COMPETITIONS & CLUBS

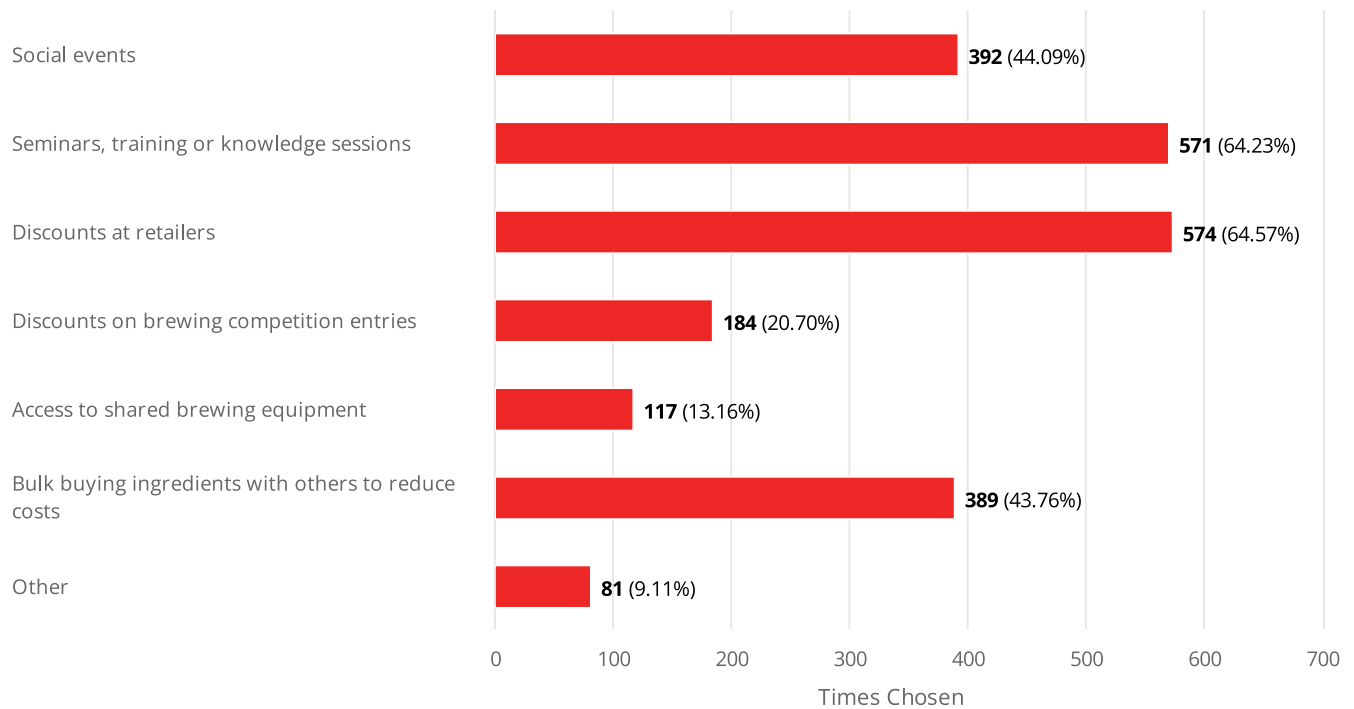
How important are these aspects to you if you were entering a brewing competition?



Are you a member of a brewing club?



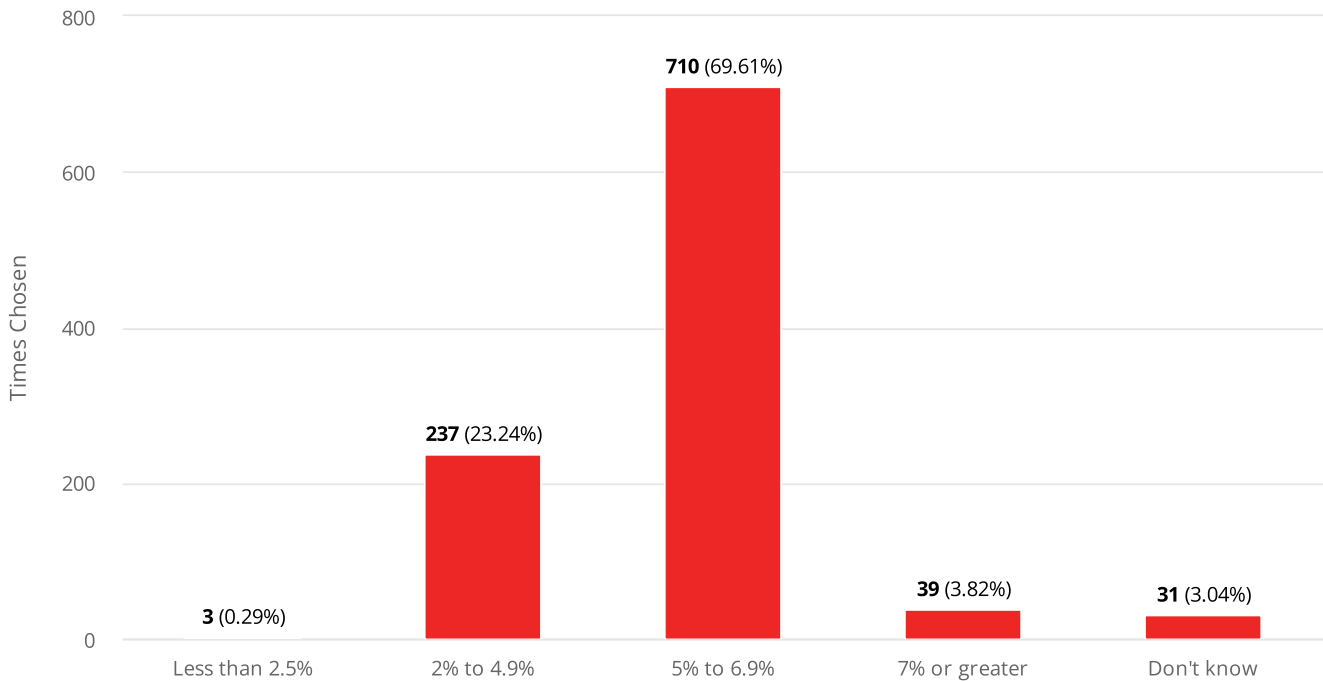
What would encourage you to become, or continue being, a brewing club member?



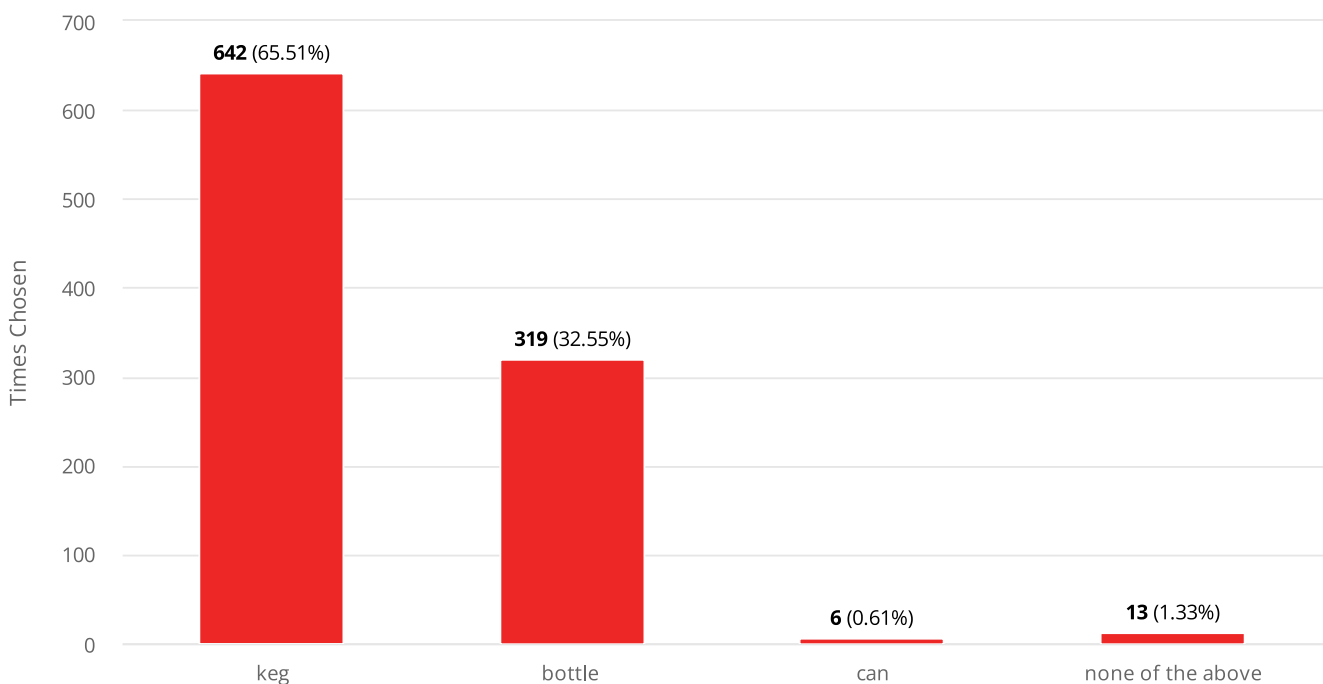
A significant number of respondents mentioned that they would join a club if there was one nearby. In general, New Zealand is not serviced by a strong and active club network. These clubs could help foster the brewing industry, promoting knowledge sharing, community building, innovation, and quality improvement, so perhaps this is an area that needs more exploring and attention if it has potential to help the growth and vitality of the industry.

GETTING TECHNICAL

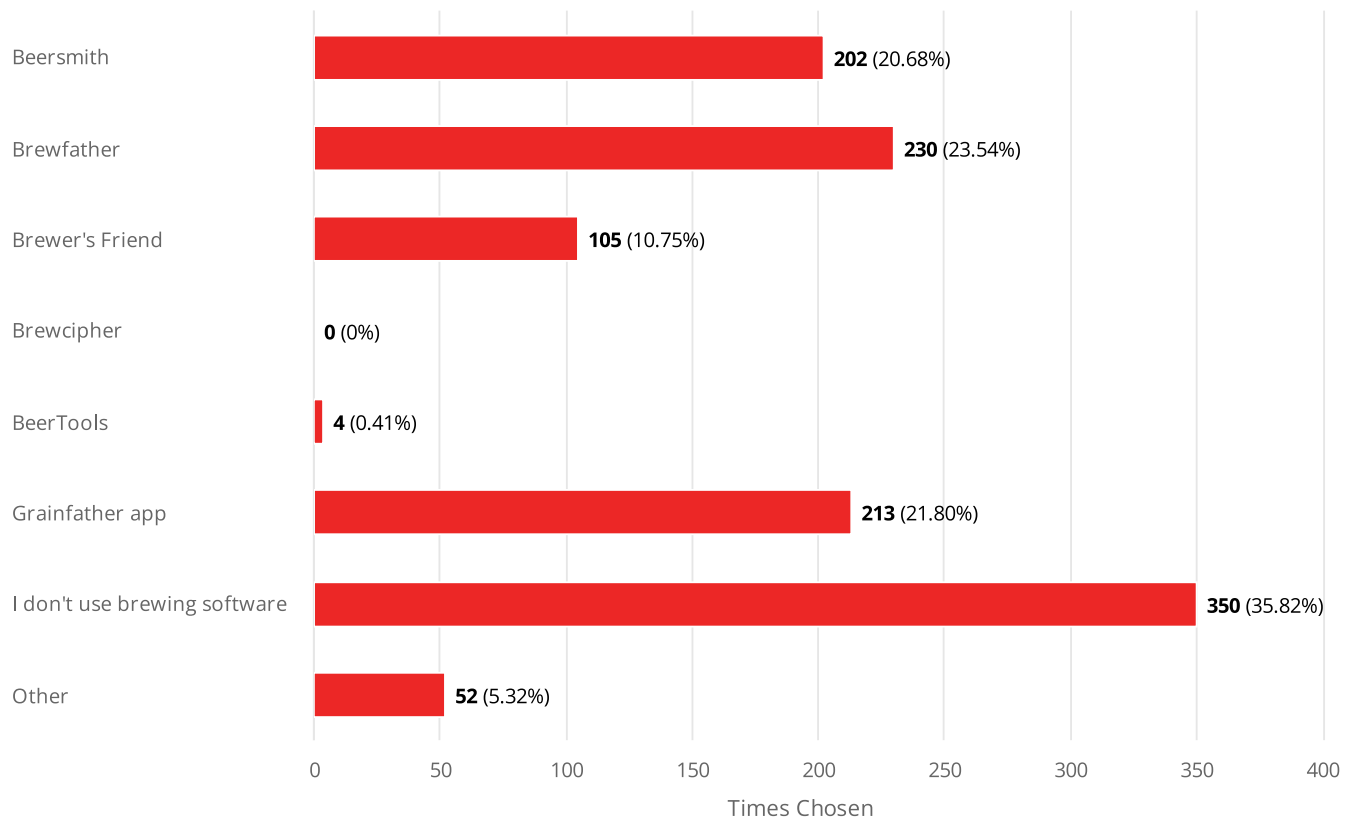
What is the average alcohol percentage (ABV) of the beers you make?



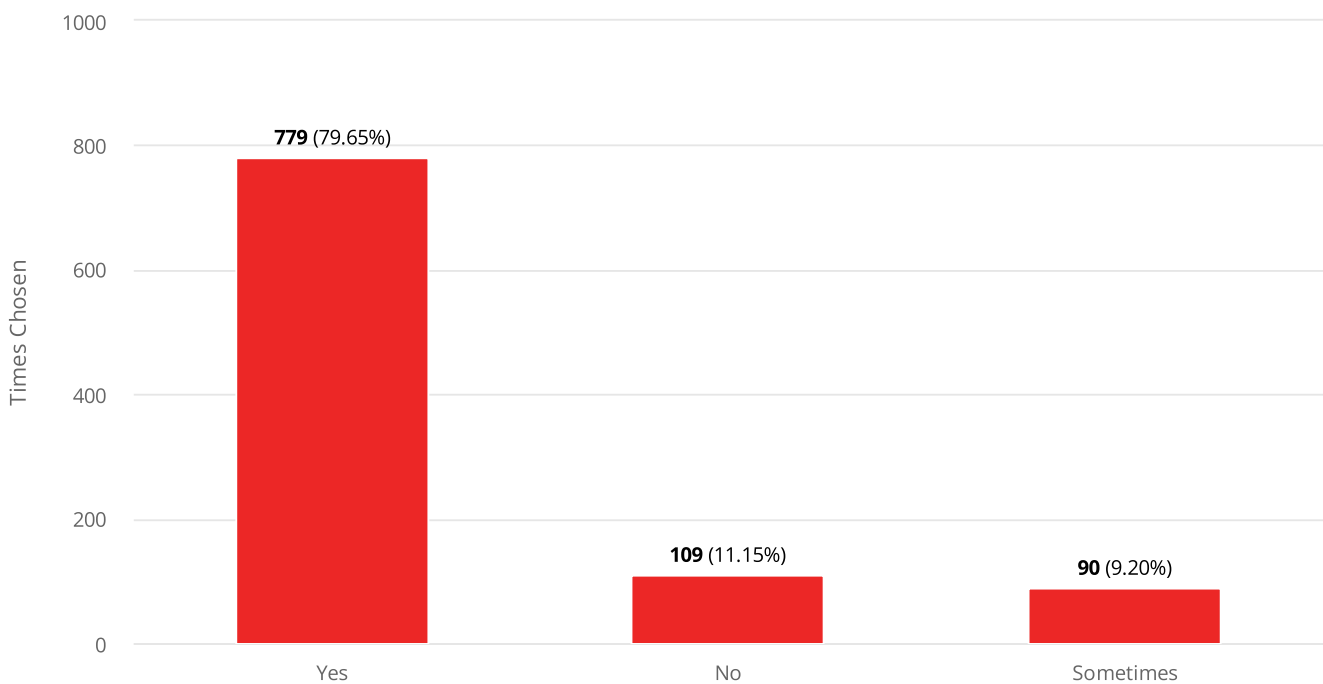
When packaging a beer, do you mostly:



Which brewing software do you primarily use (if any)?

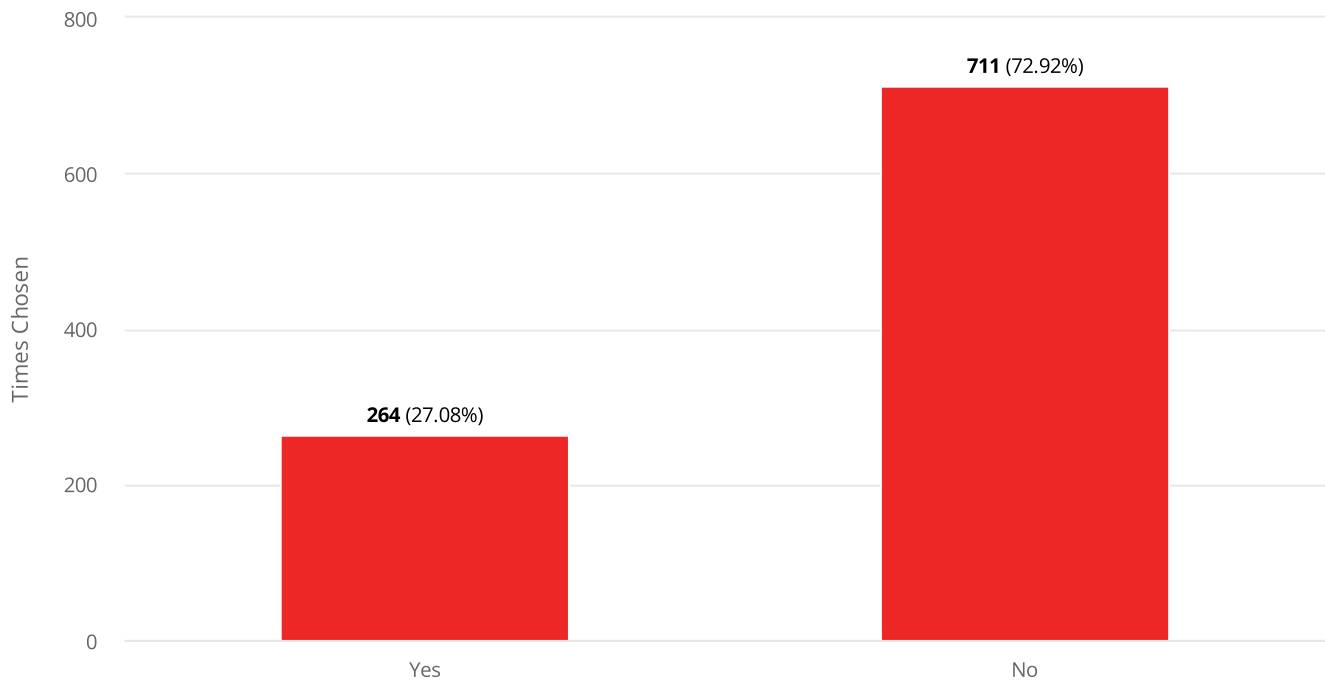


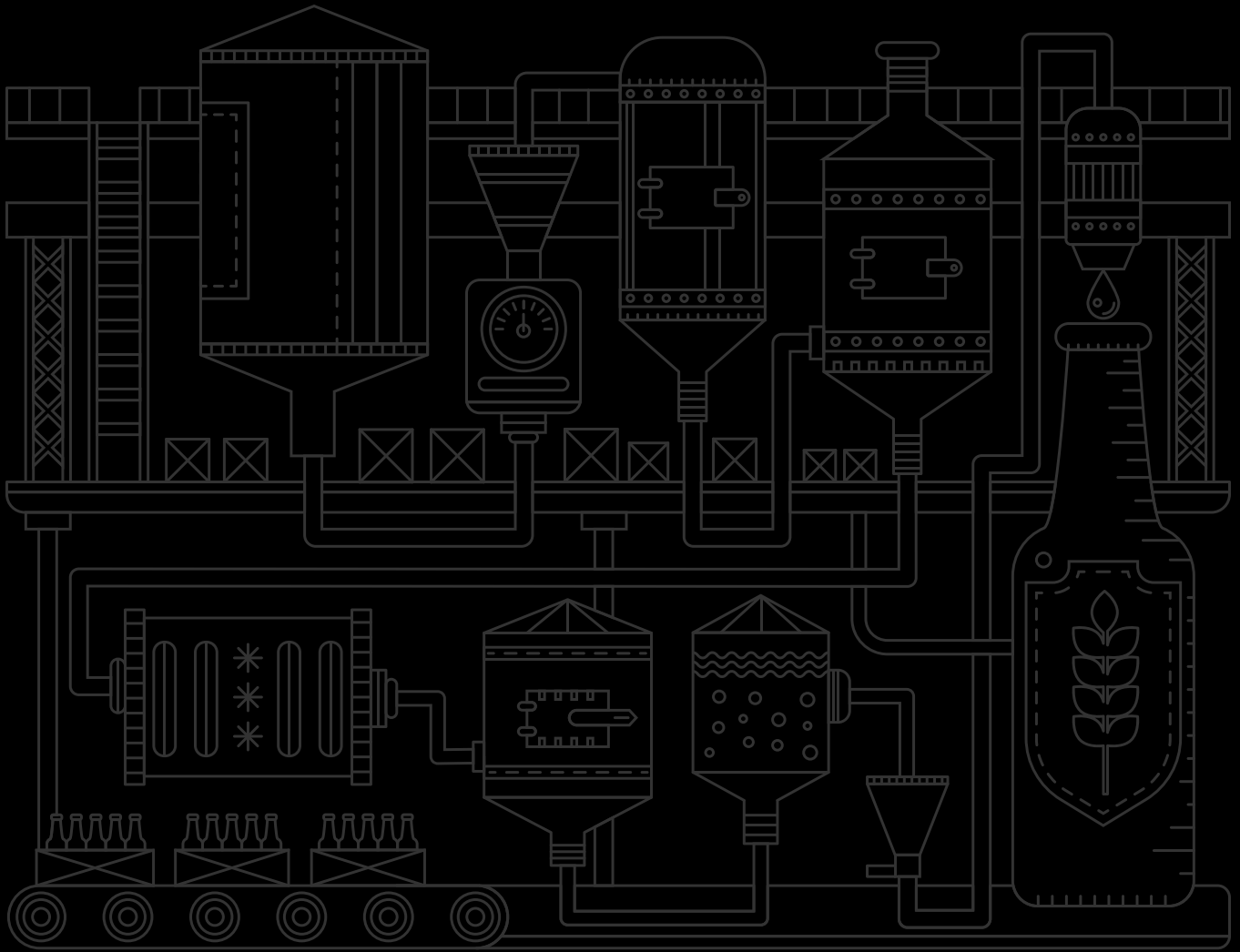
Do you use temperature control equipment to regulate fermentation?



TATTOO?

**Last year we asked if you had a beard.
This year we'd like to know if you have a tattoo?**





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)