

# Research Talk

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## “Low alcohol, high consumer confusion? How NOLO alcohol is presented online”

Alcohol is a Class 1 carcinogen and a leading cause of death, disease, and social harm in many countries. No- and low-alcohol (NOLO) products may lead to reduced consumption of full-strength alcohol (FSA). This study examines how NOLO beer and cider products are structured, categorised, and presented relative to their FSA counterparts within online alcohol retailers in New Zealand. Between July and September 2024, an observational audit was conducted of three nationwide online alcohol retailers: two supermarkets and one liquor retailer. Retailer websites were assessed under relevant search and browsing conditions, examining the availability, visibility, and co-presentation of NOLO and FSA products, the proportion of NOLO brands with an FSA variant, and the visibility of information about alcohol content. Results show that the presentation of NOLOs at the point of sale is flawed. Inconsistencies in the categorisation, presentation, and labelling of NOLO and FSA products were observed across all three online alcohol retailers. These features shape how consumers encounter alcohol products online and may contribute to consumer confusion. We provide policy recommendations to improve the clarity and consistency of online alcohol retail presentation.

Date	Time	Room
June, 15 <sup>th</sup> 2026	14:00 - 16:00 h	F3290

