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New Zealand wine exports rose to $2.108 billion despite a 15% smaller harvest.

Industry sales increased 8% in the year through June, reaching the sector’s second-highest June total on record.

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New Zealand wine exports rose in the year ended June 2026, even as the country’s latest harvest came in well below last year’s level, according to the annual report released Wednesday by New Zealand Winegrowers.

The industry body said export revenue reached $2.108 billion in the 12 months to June, while export volume increased to 306.2 million liters. It said that amounted to an overall sales increase of 8%, driven by exports, and marked the sector’s second-highest June year total on record.

The report comes at a difficult time for many wine producers around the world, with weaker demand and pressure on inventories affecting several major producing regions. Against that backdrop, New Zealand Winegrowers said the country’s wine industry continued to post growth in international markets, supported by demand for its premium products and by its position in the Sauvignon Blanc category.

At the same time, the group said businesses across the sector were adjusting to current market conditions. It reported that the 2026 vintage produced a harvest of about 440,000 metric tons, down 15% from the previous year. According to the report, the smaller crop was intended to bring production into closer balance with market demand after a larger 2025 harvest.

That combination of stronger exports and a shorter harvest is likely to draw attention across the beverage sector, especially among importers, distributors, and retailers watching supply levels in global wine markets. A smaller crop can reduce pressure from excess inventory, and if demand remains firm, it could affect pricing and product availability in some export channels in the months ahead.

New Zealand Winegrowers did not provide a market-by-market breakdown in the release posted with the annual report, but it said New Zealand wine continued to outperform the broader wine category in key markets. The group presented that as a sign of resilience in a year it described as challenging both globally and domestically.

The export figures underline the importance of overseas demand to New Zealand’s wine industry. Wine is one of the country’s major value-added agricultural exports, and international sales have long been central to vineyard planting decisions, production planning, and investment across growing regions. When export values rise at the same time that harvest volumes fall, the shift can indicate a tighter supply picture ahead, even if not all of that impact is felt immediately.

The report’s production figure also suggests the industry is trying to avoid a buildup of unsold stock after the previous season. For producers, that can help protect margins and reduce storage pressure. For buyers in overseas markets, it can mean closer monitoring of shipment schedules and less room for discounting if inventories begin to tighten.

New Zealand Winegrowers said the latest results support confidence in the industry’s long-term outlook, despite near-term pressure in the wider wine trade. The organization linked that outlook to the country’s reputation for distinctive wines and sustainable production, themes that remain central to its international marketing.

The annual report was posted on the New Zealand Wine website on Sept. 23.