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New Zealand wine exports rose 6% to 306.2 million liters in the year to June.

Export earnings reached NZ$2.108bn, giving the industry its second-highest annual result despite a 15% smaller harvest.

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New Zealand’s wine industry increased exports in the 12 months ended June 2026, even as growers and wineries faced weaker demand and a smaller grape harvest.

According to the latest annual report from New Zealand Winegrowers, export volumes reached 306.2 million liters, up from 288.8 million liters a year earlier. Based on those figures, the increase was about 6%, though the published industry report described the rise as 8%. Export earnings totaled NZ$2.108bn.

The June-year result was the country’s second-highest on record, New Zealand Winegrowers said. The industry group also said New Zealand wine continued to perform better than the broader wine category in several key markets, suggesting that the country’s producers kept market share even as overall wine demand remained under pressure.

The export gain came during a difficult period for wine producers. The industry has been dealing with softer demand in several markets and with shifts in consumer behavior that have affected buying patterns. In response, individual growers and wineries have been adjusting output and business plans.

The supply side also tightened. Vintage 2026 produced about 440,000 tonnes of grapes, down 15% from the previous year, according to New Zealand Winegrowers. The group said the smaller harvest was bringing production more closely into line with market demand.

That combination of higher export volumes and a lower harvest points to a market that remains active but more carefully balanced than in previous years. For producers, that can mean more discipline in vineyard yields, inventory levels, and sales planning. For buyers, including importers and distributors, the latest figures may influence how they assess New Zealand’s ability to supply major markets while preserving pricing and brand position.

The report did not break out performance by destination in the material published by wine.co.za, but it said New Zealand wine continued to outperform the wider category in several important export markets. That is significant because many wine-producing countries have been contending with slower global demand, inflation-related pressure on consumer spending, and changing preferences that have affected not only table wine but also competition across the broader beverage business.

For the drinks sector, New Zealand’s export performance could shape competitive decisions in wine portfolios and purchasing plans in markets where retailers, wholesalers, and hospitality groups are weighing supply from multiple origins. A stronger showing from New Zealand may affect how importers allocate shelf space and promotional budgets relative to wines from Europe, Australia, South America, and South Africa. It may also feed into broader planning for distributors that manage wine alongside beer and spirits and need to adjust to changing consumer demand across categories.

The figures were published in reporting carried by wine.co.za and attributed to data from New Zealand Winegrowers’ latest annual report. The article said the industry’s export value reached NZ$2.108bn despite the tougher backdrop for wine producers.

The smaller 2026 harvest may also be closely watched in coming months because it suggests that producers are not simply chasing volume in a weaker market. A lower crop that is more closely aligned with demand can help reduce pressure on stocks, though it can also limit flexibility if demand in key export markets improves faster than expected.

The latest results underline the mixed conditions facing many wine industries: export demand has not disappeared, but growth is taking place alongside weaker consumption trends and more cautious production decisions. In New Zealand’s case, the data show that exports continued to rise in the year to June, even as the sector cut back supply after a materially smaller vintage.