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New Zealand wine exports fell 2.1% in October

Export volume dropped 9.0% to 29.9 million liters, reflecting a shift toward bottled wine from bulk shipments

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New Zealand’s wine exports lost ground in October 2026 as shipment volumes fell much faster than export revenue, reflecting a sharper tilt toward bottled wine and a retreat in bulk shipments.

In a report published Monday, November 23, NZ Wine Exports said wine exports totaled NZ$213.1 million in October 2026 on a free-on-board basis, down 2.1% from NZ$217.7 million in October 2025. Export volume fell 9.0% to 29.9 million liters, from roughly 32.9 million liters a year earlier.

That gap between value and volume pushed the average export value across all wine formats to NZ$7.13 a liter, up from NZ$6.63 in October 2025. But the increase did not reflect a broad rise in prices across the board. The report showed that the monthly export mix shifted toward higher-value bottled wine and away from lower-value bulk wine, lifting the overall average even as the average value of bottled still wine itself declined.

Still bottled wine in containers of two liters or less, excluding sparkling wine, generated NZ$165.7 million in October 2026, up from NZ$149.0 million a year earlier. That category accounted for 77.7% of the month’s export value, compared with 68.5% in October 2025, an increase of 9.2 percentage points. Its average export value fell to NZ$10.07 a liter from NZ$10.73 a year earlier.

Bulk wine, defined in the report as wine shipped in containers larger than 10 liters, moved in the opposite direction. Its October 2026 export value dropped to NZ$45.1 million from NZ$67.1 million in October 2025. Its share of monthly export value fell to 21.2% from 30.8%. Bulk export volume fell to 13.2 million liters from 18.9 million liters, and its average value was NZ$3.43 a liter.

Sparkling wine added NZ$2.3 million in October 2026, a small share of the month’s total. Taken together, the figures point to composition rather than a straightforward rise in pricing. The overall average value per liter increased because bottled wine made up more of the export basket, even though the average value within the main bottled category was lower than a year earlier.

The October reading was also stronger than the immediately preceding months on a nominal basis. Exports were above NZ$209.7 million in August 2026 and NZ$205.8 million in September 2026, putting October 2026 up by about NZ$7.3 million, or roughly 3.5%, from September without seasonal adjustment. Even so, it was the highest monthly total since October 2025, when exports reached NZ$217.7 million, and

it remained below the year-earlier level.

Over the 12 months through October 2026, New Zealand wine exports totaled NZ$2.139 billion, down 2.4% from the previous 12-month period. Within that longer period, bottled wine including sparkling reached NZ$1.612 billion, up 3.9%, while bulk wine fell 17.6% to NZ$526.0 million. Over the latest three months, bottled wine rose 12.1% to NZ$479.9 million, while bulk wine fell 11.8% to NZ$148.7 million.

The United States remained New Zealand’s largest wine market in October 2026, taking NZ$86.7 million, or 40.7% of the monthly total. Over the 12 months through October 2026, exports to the U.S. were worth NZ$738.3 million, down 4.7%. Over the latest three months, the U.S. value was NZ$203.6 million, up 2.0%, while volume was down 8.0%.

The United Kingdom was the second-largest market in October 2026 at NZ$33.4 million, or 15.7% of the total. Its 12-month value was NZ$421.8 million, down 6.4%. Australia followed at NZ$32.1 million, or 15.1% of the month’s exports, with a 12-month total of NZ$302.6 million, down 8.5%. Canada took NZ$16.5 million in October 2026, or 7.7% of the total, and was one of the few major markets to post growth over the full 12-month period, rising 1.8% to NZ$193.9 million.

Among faster-growing destinations, China stood out over the 12 months through October 2026. Exports there reached NZ$89.3 million, up 45.7%, while the latest three-month value more than doubled, rising 113.6% to NZ$30.8 million. China accounted for NZ$9.1 million in October 2026, or 4.3% of monthly exports. Germany, Ireland and Singapore also showed 12-month growth, with values of NZ$58.8 million, NZ$54.5 million and NZ$33.8 million, respectively. Spain remained a small market in absolute terms at NZ$8.7 million over 12 months, but the value was up 93.0%.

Some markets moved lower over the same period. South Korea fell 16.2% over 12 months to NZ$45.3 million, and Hong Kong declined 19.1% to NZ$16.3 million. Exports to the United Arab Emirates dropped 48.0% to NZ$4.7 million. France fell 8.4% to NZ$35.6 million over 12 months even as volume to that market rose 6.4%, another example of value and volume moving in different directions.

By region, North America remained the largest destination bloc over the 12 months through October 2026 at NZ$936.0 million, down 3.4%. Europe totaled NZ$660.4 million, down 2.2%, with volume up 5.6%. Oceania fell 8.1% to NZ$309.4 million. Asia was the main area of growth, rising 10.7% to NZ$230.2 million, with a 31.3% increase over the latest three months.

NZ Wine Exports said New Zealand wine reached 62 destination markets in October 2026, up from 56 in October 2025. The report said it was based on Stats NZ overseas merchandise trade records for HS 2204 wine exports measured in New Zealand dollars. It also said the October 2026 figures were provisional and could be revised as late declarations are processed. The underlying official statistical file was not independently reviewed for this article.