vinetur

New Zealand’s wine exports fell 2.1% in October after bulk shipments dropped

Bulk export volume fell to 13.2 million liters from 18.9 million, leaving bottled wine at 77.7% of monthly value

Tuesday, November 24, 2026



New Zealand’s wine exports fell in October as lower shipment volumes, especially in bulk wine, outweighed firmer prices and a larger contribution from bottled products.

According to a NZ Wine Exports report based on Stats NZ overseas merchandise trade data, the country exported NZ$213.1 million of wine in October 2026, down 2.1% from October 2025. Export volume fell 9.0% to 29.9 million liters. Because volume declined more sharply than value, the average export price across all formats rose to NZ$7.13 a liter from NZ$6.63 a year earlier.

The October result still marked an improvement from earlier months. It was higher than the NZ$209.7 million recorded in August and the NZ$205.8 million in September, and it was the highest monthly export total since October 2025, when shipments reached NZ$217.7 million. January 2026 was the weakest month in the past year at NZ$123.1 million.

On a rolling 12-month basis, exports totaled NZ$2.139 billion through October 2026, 2.4% below the previous 12-month period. The number of destination markets reached 62 in October, up from 56 in October 2025, showing broader geographic reach even as overall export earnings slipped.

The composition of exports shifted noticeably toward bottled wine. Bottled still wine in containers of two liters or less generated NZ$165.7 million in October at an average price of NZ$10.07 a liter. That was up from NZ$149.0 million a year earlier, although the average price was lower than the NZ$10.73 a liter recorded in October 2025. Bottled still wine accounted for 77.7% of the month’s export value, up from 68.5% a year earlier. Sparkling wine added another NZ$2.3 million.

Bulk wine moved in the opposite direction. Shipments in containers above 10 liters brought in NZ$45.1 million at an average of NZ$3.43 a liter, making up 21.2% of October’s export value. In October 2025, bulk exports had reached NZ$67.1 million and represented 30.8% of the month’s total. Bulk export volume fell to 13.2 million liters from 18.9 million liters a year earlier.

That shift matters beyond the monthly trade figures. For wine producers, importers and other beverage companies, a smaller bulk share and a stronger tilt toward bottled product could affect contract discussions and sourcing plans, particularly for buyers that rely on New Zealand bulk wine for blending, private-label programs or other supply arrangements.

The longer-term trend shows the same split between packaged and bulk shipments. Over the 12 months to October 2026, bottled wine, including sparkling, was worth NZ$1.612 billion, up 3.9% from the comparable period a year earlier. Bulk wine was worth NZ$526.0 million, down 17.6%. In the three months to October, bottled wine exports rose 12.1% to NZ$479.9 million, while bulk exports fell 11.8% to NZ$148.7 million.

The United States remained New Zealand’s largest wine market by a wide margin. U.S. shipments were worth NZ$86.7 million in October, or 40.7% of the monthly total. Over the 12 months to October, exports to the United States were worth NZ$738.3 million, down 4.7%. In the three months to October, that market was up 2.0% in value to NZ$203.6 million, even though volume fell 8.0%.

The United Kingdom was the second-largest market in October, taking NZ$33.4 million, or 15.7% of exports. Its 12-month total reached NZ$421.8 million, down 6.4%, while the three-month figure slipped 2.1% to NZ$126.8 million. Australia followed closely with NZ$32.1 million in October, equal to 15.1% of the monthly total. Exports to Australia were worth NZ$302.6 million over 12 months, down 8.5%, but they rose 4.1% in the three months to October to NZ$94.6 million. Canada took NZ$16.5 million in October. Its 12-month total rose 1.8% to NZ$193.9 million, while the three-month value edged down 0.4% to NZ$53.8 million.

China was the strongest growth market over the 12-month period. Exports there reached NZ$89.3 million, up 45.7%, and rose 113.6% in the three months to October to NZ$30.8 million. China accounted for NZ$9.1 million in October, or 4.3% of the month’s total. Other markets that expanded over 12 months included Germany, up 19.0% to NZ$58.8 million, Ireland, up 12.4% to NZ$54.5 million, and Singapore, up 33.1% to NZ$33.8 million. Spain, though smaller in absolute terms, almost doubled, rising 93.0% to NZ$8.7 million.

Several markets declined over the same period. Exports to South Korea fell 16.2% over 12 months to NZ$45.3 million and dropped 18.0% in the three months to October to NZ$10.8 million. Hong Kong fell 19.1% over 12 months to NZ$16.3 million, while the United Arab Emirates dropped 48.0% to NZ$4.7 million. France was worth NZ$35.6

million over 12 months, down 8.4%, although export volume there rose 6.4%. In the three months to October, France posted a stronger performance, with value up 29.3% to NZ$15.4 million.

By region, North America remained the largest destination for New Zealand wine, with exports worth NZ$936.0 million over the 12 months to October, down 3.4%. In the three months to October, North American shipments rose 1.6% to NZ$258.3 million, though volume was down 7.3%. Europe took NZ$660.4 million over 12 months, down 2.2%, with volume up 5.6%. Its three-month total rose 3.1% to NZ$199.0 million. Oceania was worth NZ$309.4 million over 12 months, down 8.1%, but increased 4.4% in the three months to October to NZ$97.1 million. Asia stood out as the strongest regional growth area, rising 10.7% over 12 months to NZ$230.2 million and 31.3% in the three months to October to NZ$73.7 million.

The report said the October figures are provisional and may be revised as late trade declarations are processed. Even so, the data points to a wine export sector that is getting more value from packaged product while facing weaker bulk demand, a pattern that could shape pricing, inventory planning and supply negotiations across the beverage trade in coming months.