New Zealand wine exports reach $138.7m in January 2021

Read online: https://nzwineexports.com/reports/2021-01

January 2021 · Generated 6 July 2026 · Source: Stats NZ overseas merchandise trade (HS 2204)

New Zealand exported $138.7 million of wine in January 2021, shipping 23.8 million litres to 47 destination markets at an average price of $5.83 per litre.

January exports by the numbers

New Zealand's wine sector recorded exports of $138.7 million in January 2021, with total shipment volumes reaching 23.8 million litres. The average price across all wine exports stood at $5.83 per litre for the month. The industry reached 47 destination markets during the period.

Year-over-year comparisons unavailable

No year-over-year comparison data is available for the January 2021 reporting period, limiting the ability to assess growth trends or sectoral momentum relative to the previous year. The rolling 12-month figure to January 2021 totalled $138.7 million, though similarly lacks a comparable baseline.

United States dominates destination markets

The United States remained New Zealand's largest wine export market in January, accounting for $52.9 million or 38.2 per cent of total export value. Australia secured second position with $30.1 million (21.7 per cent), followed by the United Kingdom at $20.7 million (14.9 per cent).

Canada ranked fourth with $9.2 million in shipments (6.6 per cent), while Germany contributed $7.3 million (5.3 per cent). France received $3.6 million worth of New Zealand wine (2.6 per cent).

Among smaller markets, Singapore imported $1.8 million (1.3 per cent), Ireland $1.6 million (1.2 per cent), and the Netherlands $1.4 million (1.0 per cent). The Republic of Korea accounted for $1.2 million (0.8 per cent), with Denmark and Sweden each receiving $1.1 million (0.8 per cent) and $1.0 million (0.7 per cent) respectively.

No year-over-year movement data is available for individual markets during this period.

Bulk wine represents more than a third of export value

The packaging composition of January's wine exports reveals a substantial bulk component alongside bottled products. Bottled wine in containers of two litres or less, including sparkling varieties, accounted

for $85.1 million of export value. Bulk wine shipped in containers exceeding 10 litres represented $52.2 million, comprising 37.6 per cent of total export value.

The price differential between packaging formats was pronounced. Bottled wine averaged $8.03 per litre, nearly double the $4.07 per litre commanded by bulk shipments. This $3.96 per litre gap reflects the different market positioning of the two formats: bottled wine is typically consumer-ready premium product, while bulk shipments often supply offshore bottling operations or serve as base material for branded wines in destination markets.

The significant bulk wine component in January's exports indicates continued demand for New Zealand wine as an input for international producers, alongside the country's branded bottle trade.

Data revisions note

Figures reported by Stats NZ for the most recent month are initially provisional and subject to revision in subsequent releases. Final validated statistics may differ from these preliminary results as additional customs documentation is processed and classifications are confirmed.