New Zealand wine exports hold steady at $135.5m in February

Read online: https://nzwineexports.com/reports/2021-02

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

Wine shipments eased marginally to $135.5 million in February, down from $138.7 million the previous month, with 20.0 million litres exported at an average price of $6.78 per litre.

February performance

New Zealand exported $135.5 million worth of wine in February 2021, shipping 20.0 million litres to 58 destination markets. The average price across all formats stood at $6.78 per litre. The month's result represents a modest decline from January's $138.7 million, though export activity remained robust as the industry moved through the inter-vintage period ahead of the 2021 harvest.

Rolling twelve-month exports to February totalled $274.2 million, reflecting the cumulative value of shipments over the past year.

Market distribution

The United States dominated February shipments, accounting for $50.7 million or 37.4 per cent of total export value. The United Kingdom ranked second with $27.5 million (20.3 per cent), followed by Australia at $21.5 million (15.9 per cent). These three markets together absorbed nearly three-quarters of New Zealand's wine exports for the month.

Canada placed fourth with $9.0 million (6.7 per cent), while France received $5.2 million (3.8 per cent). Germany imported $2.6 million, China $2.1 million, and Ireland $1.8 million. Hong Kong and the Netherlands each accounted for $1.6 million in shipments, with South Korea at $1.4 million and Singapore at $1.2 million rounding out the top dozen markets.

The breadth of export destinations-58 markets in total-underscores the geographical diversification of New Zealand wine, though the concentration in traditional English-speaking markets remains pronounced.

Packaging and pricing dynamics

The packaging mix reveals a clear division between premium bottled wines and commodity bulk shipments. Bottled wine in containers of two litres or less, including sparkling formats, generated $101.8 million in February, representing three-quarters of total export value. Bulk shipments in containers exceeding ten litres contributed $33.2 million, accounting for 24.5 per cent of export value.

The pricing differential between formats was substantial. Bottled wine averaged $8.93 per litre, more than double the $3.93 per litre achieved for bulk exports. This $5.00 per litre gap reflects the value-added nature of finished, branded product versus wine shipped in bulk for bottling offshore. The pricing structure demonstrates New Zealand's dual strategy: pursuing premium positioning with bottled wines while maintaining volume through bulk channels, particularly to markets where local bottling offers logistical or commercial advantages.

Data note

Figures for February 2021 are sourced from Statistics New Zealand's overseas merchandise trade data for commodity code HS 2204 (wine of fresh grapes, including fortified wines; grape must other than of heading 20.09). As with all recent monthly trade statistics, February data are provisional and subject to revision as Customs declarations are finalised and late documentation processed. Readers should note that year-over-year comparisons are not available for this reporting period.