New Zealand wine exports reach $134.5 million in June as rolling annual total approaches $810 million

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Wine exports totalled $134.5 million in June 2021, with 18.3 million litres shipped to 58 destination markets at an average price of $7.34 per litre.

June exports hold steady

New Zealand exported $134.5 million of wine in June 2021, shipping 18.3 million litres across 58 destination markets. The average unit value stood at $7.34 per litre for the month.

June's result represents a modest lift from May's $130.1 million but remains below the March peak of $156.7 million. The first half of 2021 has shown relatively consistent performance, with monthly totals ranging from $114.2 million in April to $156.7 million in March.

Rolling annual total nears $810 million

The rolling 12-month total to June 2021 reached $809.8 million, though year-over-year comparisons are not available for this period.

United States remains dominant as three markets command three-quarters of exports

The United States continued as New Zealand's largest wine export market in June, accounting for $44.7 million or 33.3 per cent of total export value. The United Kingdom followed with $36.6 million (27.2 per cent share), whilst Australia took $23.2 million (17.3 per cent).

These three markets combined represented 77.8 per cent of New Zealand's wine export value for the month.

Canada ranked fourth with $10.1 million (7.5 per cent), establishing clear separation between the top tier and remaining markets. China recorded $3.0 million in exports (2.2 per cent), followed by Ireland at $2.4 million (1.8 per cent) and the Republic of Korea at $2.1 million (1.5 per cent).

A further five markets recorded exports exceeding $1.0 million: Singapore ($1.4 million), the Netherlands ($1.2 million), Sweden ($1.1 million), Hong Kong SAR ($1.1 million), and Japan ($1.0 million).

Year-over-year growth comparisons were not available for the period.

Bottled wine commands price premium

Bottled wine in containers of two litres or less-including sparkling varieties-accounted for $109.3 million of June's exports. Bulk wine shipped in containers exceeding 10 litres totalled $24.9 million, representing 18.5 per cent of total export value.

The packaging format reveals a significant price differential. Bottled wine averaged $9.08 per litre, more than double the $4.00 per litre achieved for bulk shipments. This $5.08 gap reflects the value addition of bottling, packaging, and branding, as well as the different market segments each format serves. Bulk exports typically supply overseas bottling operations or lower-priced product lines, whilst bottled wine carries New Zealand branding directly to consumers and commands premium positioning.

The near five-to-one value ratio between formats underscores the commercial importance of bottled wine to New Zealand's export returns, even as bulk shipments provide volume and maintain offshore relationships.

Data note

These figures are drawn from Statistics New Zealand's overseas merchandise trade data for the HS 2204 commodity code. Monthly figures are initially provisional upon release and subject to revision in subsequent months as late declarations are processed and classifications confirmed.