New Zealand wine exports surge to $189.8m in July, highest monthly figure this year

Read online: https://nzwineexports.com/reports/2021-07

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

Wine exports jumped to their strongest monthly performance of 2021 in July, shipping 27.2 million litres worth $189.8m to 56 destination markets as the United States maintained its position as the sector's largest customer.

July shipments climb sharply

New Zealand exported $189.8m of wine in July 2021, a substantial increase from June's $134.5m and the highest monthly total recorded this year. Volume reached 27.2 million litres, with an average unit price of $6.97 per litre across all packaging formats.

The July result brought the rolling 12-month total to $999.6m, positioning the sector just shy of the $1 billion threshold over the annual period to 31 July.

Year-over-year comparisons unavailable

Comparative figures for July 2020 are not available, preventing assessment of year-over-year growth rates for the month. Similarly, no annual growth data is available for the 12-month rolling total.

United States remains dominant as exports reach 56 markets

The United States absorbed $60.9m of New Zealand wine in July, representing 32.1% of total export value and cementing its status as the industry's most valuable market. The United Kingdom followed with $43.7m (23.0% share), whilst Australia took $42.1m (22.2%).

These three markets collectively accounted for more than three-quarters of New Zealand's wine export value for the month.

Canada ranked fourth with $12.5m (6.6% share), well ahead of France at $4.2m (2.2%) and China at $3.8m (2.0%). Ireland, Germany and the Republic of Korea each received between $2.4m and $2.6m in shipments.

Smaller European markets including the Netherlands ($2.3m), Denmark ($2.2m) and Belgium ($1.2m) rounded out the top dozen destinations. Year-over-year comparisons for individual markets are unavailable.

Bulk wine accounts for more than a quarter of export value

Bulk wine shipped in containers larger than 10 litres generated $51.2m in July, representing 27.0% of total export value. Bottled wine in containers of two litres or less-including sparkling formats-accounted for $137.4m.

The packaging split reveals a significant price differential: bottled wine averaged $9.15 per litre compared to $4.27 per litre for bulk shipments. This 2.1-times price premium for bottled wine reflects the higher production costs and added value of finished, branded products versus commodity wine transported for bottling offshore.

The substantial bulk component indicates New Zealand continues to supply wine for overseas bottling operations alongside its premium bottled offerings.

Monthly pattern shows strong finish to financial year

Monthly export values earlier in 2021 ranged from $114.2m in April to $156.7m in March. January and February recorded $138.7m and $135.5m respectively, with May reaching $130.1m. July's $189.8m represents a significant step up from this earlier pattern.

Provisional data subject to revision

Figures for July 2021 are drawn from Stats NZ customs data and are initially provisional. Statistics New Zealand may revise these numbers as late declarations are processed and classifications are finalised.