New Zealand wine exports reach $208.5m in September, highest monthly total of 2021

Read online: https://nzwineexports.com/reports/2021-09

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

Wine exports climbed to $208.5 million in September 2021, shipping 28.5 million litres at an average price of $7.33 per litre across 52 destination markets.

September shipments extend upward trend

New Zealand wine exports in September 2021 totalled $208.5 million, the strongest monthly result recorded so far this calendar year. The 28.5 million litres shipped represented an average unit value of $7.33 per litre. The September figure continues an upward trajectory evident since mid-year, following the $199.2 million recorded in August and $189.8 million in July.

For the 12 months ending September 2021, cumulative wine exports reached $1.41 billion.

Year-over-year comparisons unavailable

Year-over-year movement data for September 2021 are not available in this release, limiting historical context for the month's performance. Similarly, comparative figures for the rolling 12-month total are not provided.

United States dominates, traditional markets hold strong

The United States remained New Zealand's largest wine export destination in September, accounting for $73.4 million, or 35.2 per cent of total export value. The United Kingdom followed with $48.2 million (23.1 per cent), whilst Australia took $42.6 million (20.4 per cent).

These three markets collectively absorbed nearly four-fifths of New Zealand's wine export value for the month.

Canada ranked fourth at $10.8 million (5.2 per cent), with the People's Republic of China rounding out the top five at $5.1 million (2.4 per cent). Germany secured $4.7 million (2.3 per cent), followed by France at $2.9 million (1.4 per cent) and the Republic of Korea at $2.7 million (1.3 per cent).

Ireland and the Netherlands each contributed $2.5 million (1.2 per cent), with Singapore taking $1.9 million (0.9 per cent) and Japan $1.7 million (0.8 per cent). New Zealand shipped wine to 52 markets during the month.

No year-over-year movement data for individual markets are available in this release.

Bottled wine commands substantial price premium

Bottled wine in containers of two litres or less-including sparkling varieties-accounted for $167.6 million of September's exports. Bulk wine shipped in containers exceeding 10 litres contributed $40.5 million, representing 19.4 per cent of total export value.

The packaging split reveals a pronounced price differential: bottled wine averaged $8.90 per litre, more than double the $4.25 per litre commanded by bulk shipments. This $4.65 per litre gap underscores the value premium attached to finished, branded product versus commodity wine destined for offshore bottling or blending.

Monthly progression shows seasonal lift

Comparing recent months reveals a clear pattern. After a relatively subdued April figure of $114.2 million, exports recovered through May ($130.1 million) and June ($134.5 million) before accelerating sharply from July onwards. The January-to-September sequence-$138.7m, $135.5m, $156.7m, $114.2m, $130.1m, $134.5m, $189.8m, $199.2m, $208.5m-suggests strengthening demand as the year progressed.

Note on data

These figures are drawn from Statistics New Zealand's overseas merchandise trade data for the HS 2204 commodity category. Stats NZ notes that figures for the most recent month are provisional upon initial release and subject to revision in subsequent reporting periods.