New Zealand wine exports reach $190.9m in October as spring shipments ease from September peak

Read online: https://nzwineexports.com/reports/2021-10

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

Wine exports totalled $190.9 million in October 2021, down from the previous month's $208.5 million, with 27.5 million litres shipped to 58 markets at an average price of $6.95 per litre.

October shipments retreat from September high

New Zealand exported $190.9 million of wine (HS 2204) in October 2021, shipping 27.5 million litres at an average unit value of $6.95 per litre. The month's performance marks a pullback from September's $208.5 million and August's $199.2 million, though it remains well above the mid-year lull when exports dipped to $114.2 million in April.

The rolling 12-month total to October reached $1.598 billion, reflecting the sector's performance across the past year.

Year-over-year comparisons unavailable

Year-over-year data for October 2021 were not available for this reporting period, preventing direct comparison with October 2020 performance. The absence of comparative figures also limits visibility on whether the recent monthly fluctuations reflect seasonal patterns or broader market shifts.

United States leads destination markets

New Zealand wine reached 58 destination markets in October, with the United States dominating at $64.4 million-a 33.7 per cent share of total export value. The United Kingdom ranked second with $49.4 million (25.9 per cent), followed by Australia at $37.2 million (19.5 per cent). These three markets collectively accounted for nearly four-fifths of October's wine exports.

Canada held fourth position with $11.2 million (5.9 per cent), while European markets France, Germany and the Netherlands contributed $4.0 million, $3.6 million and $2.5 million respectively. China received $3.4 million worth of New Zealand wine (1.8 per cent of exports), with Japan at $2.2 million and Singapore at $2.1 million rounding out the top ten destinations.

Smaller shipments were recorded to South Korea ($1.2 million) and Russia ($1.0 million). No year-over-year movement data were available to identify which markets showed growth or contraction.

Bottled wine commands price premium over bulk

Bottled wine in containers of two litres or less-including sparkling varieties-accounted for $143.3 million of October's exports, while bulk shipments in containers exceeding ten litres totalled $46.8 million, representing 24.5 per cent of total export value.

The packaging split reveals a stark price differential: bottled wine averaged $8.79 per litre compared to $4.27 per litre for bulk, a gap of $4.52 per litre. This price premium of more than double reflects the added value of bottling, branding and finished product positioning, while bulk exports typically supply overseas bottling operations or private label programmes where margins are compressed.

Monthly pattern shows post-winter recovery

The progression of monthly totals through 2021 illustrates a marked recovery from the April low point. Exports climbed steadily from $114.2 million in April through $130.1 million in May and $134.5 million in June, before jumping to $189.8 million in July. The July-September period sustained elevated shipment levels above $189 million per month, with October's $190.9 million maintaining that stronger performance despite the slight retreat from September's peak.

Data note

Statistics New Zealand wine export figures for the most recent month are initially provisional and subject to revision in subsequent releases.