New Zealand wine exports hold above $199m in November as peak season continues

Read online: https://nzwineexports.com/reports/2021-11

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

Wine shipments totalled $199.6 million in November 2021, sustaining the strong momentum seen since mid-year as the industry moved deeper into its peak spring export period.

Headline figures

New Zealand exported $199.6 million of wine (HS 2204) in November 2021, shipping 27.6 million litres at an average price of $7.24 per litre. The result marks the second consecutive month above $199 million, following October's $190.9 million and September's $208.5 million - the highest monthly total this year.

November's performance pushed the rolling 12-month total to $1,797.8 million, underscoring the industry's export scale across the year to date.

Market distribution

New Zealand wine reached 55 destination markets in November, with the United States maintaining its position as the dominant customer. The US accounted for $78.6 million, representing 39.4 per cent of total export value - more than double the share of any other single market.

Australia ranked second with $37.3 million (18.7 per cent share), followed by the United Kingdom at $35.8 million (17.9 per cent). Together, these three markets absorbed more than three-quarters of New Zealand's wine exports for the month.

Canada secured fourth position with $18.7 million (9.4 per cent share), while Germany rounded out the top five at $5.5 million (2.8 per cent).

Beyond the major markets

France imported $3.7 million of New Zealand wine in November (1.9 per cent share), just ahead of China at $3.4 million (1.7 per cent). Ireland accounted for $2.9 million (1.4 per cent), whilst the Netherlands, Singapore, and Hong Kong each registered between $1.3 million and $1.4 million in shipments.

The Republic of Korea imported $1.2 million, claiming 0.6 per cent of export value. The presence of 55 markets in total demonstrates the breadth of New Zealand's wine distribution, even as the top tier of established markets continues to dominate flows.

Packaging and price dynamics

Bottled wine in containers of two litres or less - including sparkling varieties - generated $151.2 million in November, constituting the clear majority of export value. Bulk shipments in containers exceeding 10 litres accounted for $46.9 million, representing 23.5 per cent of total value.

The pricing differential between formats remained pronounced: bottled wine averaged $9.10 per litre, more than double the $4.44 per litre achieved for bulk shipments. This gap reflects the contrasting market positioning of the two formats, with bottled wine typically sold as a finished product commanding retail premiums, whilst bulk wine serves as an input for bottling, blending, or private-label programmes in destination markets.

Monthly context

November's $199.6 million sits within a pattern of strengthening exports through the second half of 2021. After relatively modest results between April and June - when monthly totals ranged from $114.2 million to $134.5 million - shipments accelerated from July onwards, consistently exceeding $189 million through to November.

Data note

Statistics New Zealand's trade figures for the most recent month are initially provisional and subject to revision in subsequent releases as customs documentation is finalised.