New Zealand wine exports edge up 1% to $201m in August despite volume decline

Read online: https://nzwineexports.com/reports/2022-08

August 2022 · Generated 6 July 2026 · Source: Stats NZ overseas merchandise trade (HS 2204)

Wine exports reached $201.3 million in August, a modest 1.0% increase in value even as shipment volumes fell 8.9%, while the rolling annual total surged past $1.9 billion.

August shipments hold steady in value terms

New Zealand exported $201.3 million of wine in August 2022, up 1.0% from the $199.2 million shipped in August 2021. However, export volumes told a different story, declining 8.9% year-on-year to 26.4 million litres. The average price per litre rose to $7.62, reflecting the divergence between value and volume performance.

The month's result brought the rolling 12-month total to August 2022 to $1,947.9 million, a substantial 62.5% increase on the previous corresponding period.

United States drives growth as UK market contracts

New Zealand wine reached 51 destination markets in August. The United States remained the dominant market, absorbing $73.8 million worth of exports-a 36.7% share of the total-and growing 8.2% year-on-year.

The United Kingdom, the second-largest market, presented a contrasting picture. British imports fell 12.6% to $40.1 million, representing a 19.9% share. Australia, in third place with $38.9 million and a 19.3% share, also declined 3.4%.

Canada delivered strong growth, up 49.0% to $17.1 million (8.5% share), cementing its position as the fourth-largest market. Germany rounded out the top five with $6.0 million in shipments, surging 69.3% year-on-year.

Emerging bright spots and notable declines

Several markets recorded dramatic percentage gains from smaller bases. Thailand led all substantial markets with an 854.5% increase to $0.8 million. France jumped 258.7% to $3.2 million, whilst Japan rose 47.9% to $2.2 million and the United Arab Emirates climbed 64.3% to $1.1 million.

Conversely, some established markets experienced sharp falls. Denmark plunged 59.9% to $0.5 million, whilst the Netherlands dropped 46.9% to $1.1 million and Hong Kong declined 45.2% to $1.4 million. Ireland also fell 23.8% to $3.8 million.

Bottled wine outperforms bulk shipments

The August figures reveal a clear divergence in the performance of different packaging formats. Bottled wine (in containers of two litres or less, including sparkling) accounted for $150.8 million of exports, up 3.2% year-on-year. Bulk wine shipped in containers exceeding 10 litres totalled $48.7 million, representing 24.2% of total export value but declining 8.1% from the previous year.

The price differential between formats remained wide: bottled wine averaged $9.59 per litre, more than double the $4.73 per litre for bulk shipments. This gap underscores the continuing importance of premium, packaged product to New Zealand's export value proposition.

Provisional data

These statistics, classified under Harmonised System code 2204, are derived from Stats NZ customs data. Figures for the most recent month are initially provisional and subject to revision as late declarations are processed and adjustments made.