New Zealand wine exports surge 37.5% to $262.6m in October on strong demand across major markets

Read online: https://nzwineexports.com/reports/2022-10

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

Wine exports climbed more than a third year-over-year in October as the United States, Australia and the United Kingdom all ordered substantially higher volumes, pushing the rolling annual total above $2 billion.

Headline numbers

New Zealand exported $262.6 million of wine in October 2022, up 37.5% on the same month a year earlier. Volume rose 25.1% to 34.4 million litres, lifting the average price 9.9% to $7.64 per litre. The result maintains momentum from September's $280.3 million peak and brings the rolling 12-month total to $2,091.4 million, a 30.9% gain on the year-earlier period.

Broad-based acceleration

October's performance reflects robust demand across New Zealand's largest export destinations. The month saw shipments reach 65 markets worldwide, with growth rates in key regions significantly outpacing recent trends. The year-over-year comparison benefits from a relatively soft October 2021, when exports totalled $190.9 million, yet the strength of demand-particularly volume growth of more than a quarter-signals genuine market expansion rather than mere price effects.

Destination markets: major hubs and standout movers

The United States remained the dominant market, absorbing $87.3 million, or 33.2% of total exports, with shipments up 35.6% year-over-year. The United Kingdom took $60.5 million (23.1% share, +22.5%), while Australia imported $53.9 million (20.5% share, +44.8%). Together, these three markets accounted for more than three-quarters of October's total value.

Canada added $14.4 million (+28.3%), cementing its position as the fourth-largest destination with a 5.5% share.

The standout performances came from smaller European markets. Ireland's imports surged 660.5% to $6.3 million, claiming a 2.4% share, while Germany jumped 227.7% to $11.9 million (4.5% share). Other triple-digit gainers included Latvia (+219.5% to $1.2 million), Spain (+160.9% to $0.6 million), and Hong Kong (+151.8% to $1.7 million).

Not all markets expanded: China slipped 29.1% to $2.4 million (0.9% share) and Japan fell 36.5% to $1.4 million (0.5% share), continuing recent weakness in North Asian demand.

Packaging: bulk gains outpace bottled

Bottled wine in containers of two litres or less, including sparkling, generated $184.4 million in October, up 28.6% year-over-year. Bulk exports in containers exceeding 10 litres climbed faster, rising 56.4% to $73.2 million and accounting for 27.9% of total export value.

The average price gap between the two formats remained wide: bottled wine fetched $9.71 per litre, nearly double the $5.09 per litre achieved for bulk. The rapid growth in bulk shipments suggests strong demand for New Zealand wine as a blending component or for offshore bottling, particularly as international buyers seek competitively priced product in large volumes. The differential also underscores the premium that finished, branded bottles command in export markets.

Revisions note

Figures for October 2022 are drawn from Stats NZ's official merchandise trade statistics and are initially provisional. Monthly export values and volumes are subject to revision in subsequent releases as late declarations are processed and classifications finalised.