New Zealand wine exports surge 28% to $255m in November on broad-based market gains

Read online: https://nzwineexports.com/reports/2022-11

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

Wine exports jumped 27.8% year-over-year to $255.1m in November 2022, driven by strong growth across major markets and a 34% leap in bulk shipments.

Headline figures

New Zealand exported $255.1m worth of wine in November 2022, up 27.8% on the same month a year earlier. Export volume rose 22.7% to 33.8m litres, while the average price across all formats increased to $7.54 per litre. The result marks the second-highest monthly total of the calendar year, following September's $280.3m peak.

On a rolling 12-month basis to November, total wine exports reached $2,146.9m, up 19.4% year-over-year, underlining sustained momentum in offshore demand.

Market performance

Shipments reached 62 destination markets during the month. The United States remained New Zealand's largest customer, accounting for $92.0m or 36.1% of total export value, with growth of 17.0% year-over-year. Australia claimed second position at $60.0m (23.5% share), posting a remarkable 61.0% increase. The United Kingdom took $44.6m (17.5% share), up 24.5%.

Canada, the fourth-largest market, declined 23.0% to $14.4m, representing the only contraction among top-tier destinations. Germany rounded out the top five with $8.8m (3.5% share), surging 59.5%.

Strong gains across European and Asian markets

Growth extended well beyond the top three markets. France recorded a 77.9% jump to $6.6m, while smaller European markets showed exceptional momentum: Belgium climbed 140.6% to $1.0m, Poland rose 91.0% to $0.9m, the Netherlands advanced 65.8% to $2.3m, and Ireland increased 23.3% to $3.6m.

Asian markets also posted solid gains. Singapore more than doubled, surging 124.5% to $2.9m, while Japan grew 69.9% to $1.8m. China expanded 35.1% to $4.6m, and Hong Kong increased 31.8% to $1.7m.

Bulk drives growth as format gap widens

Bulk wine in containers exceeding 10 litres generated $63.0m in November, representing 24.7% of total export value and growing 34.1% year-over-year-outpacing the 25.7% increase in bottled wine, which totalled $190.2m.

The pricing disparity between formats remained stark. Bottled wine (in containers of 2 litres or less, including sparkling) averaged $9.46 per litre, exactly double the $4.73 per litre commanded by bulk shipments. This price differential reflects the contrasting market positions: bottled wine targets premium retail channels under New Zealand labels, while bulk exports supply international bottling lines and branded blends, competing primarily on volume and varietal characteristics rather than origin branding.

Provisional data

November's figures bring New Zealand wine exports to their strongest position since the year began, with values holding above $250m for three consecutive months from September through November. The sector has now posted year-over-year growth every month since the start of 2022.

These statistics are drawn from Stats NZ customs data. Figures for the most recent month are provisional and subject to revision as late declarations are processed and classifications finalised.