New Zealand wine exports jump 12.6% in July on surging US demand and bulk shipments

Read online: https://nzwineexports.com/reports/2024-07

July 2024 · Generated 6 July 2026 · Source: Stats NZ overseas merchandise trade (HS 2204)

Wine exports reached $172.4 million in July, driven by a 32% surge in shipments to the United States and a 53% year-on-year jump in bulk wine sales.

Strong monthly result reverses year-long decline

New Zealand exported $172.4 million of wine in July 2024, up 12.6% on the same month last year. Volume rose 6.8% to 21.1 million litres, with the average price climbing to $8.16 per litre. The result marks a solid mid-winter performance, though the rolling 12-month total to July tells a more sobering story: annual exports stood at $2,123.2 million, down 10.7% year-on-year.

United States drives growth as Australia retreats

The United States dominated July shipments, accounting for $62.6 million-36.3% of total export value-and growing 32.2% on July 2023. The result underscores strengthening demand in New Zealand's largest market.

The United Kingdom held second place with $34.2 million (19.8% share), up 13.0%, while Australia slipped to third with $31.3 million, down 14.6%. The Australian market's decline continues to reshape the export landscape, with its share falling to 18.1%.

Canada rounded out the top four with $8.8 million, up 14.2%, claiming a 5.1% share.

Continental Europe and South Korea surge

Several smaller markets delivered exceptional growth. France recorded a 226.5% increase to reach $4.0 million, while Belgium jumped 225.9% to $2.2 million. South Korea surged 134.4% to $2.7 million, and Germany climbed 45.3% to $5.1 million.

Among markets shipping more than $0.5 million, Poland rose 51.8% to $0.6 million and Sweden increased 43.0% to $0.9 million.

The growth was not universal. The United Arab Emirates fell 53.1% to $0.7 million, Japan dropped 47.9% to $0.9 million, and Ireland declined 34.1% to $2.2 million. China continued its slide, down 19.8% to $3.9 million, while Singapore fell 31.4% to $1.8 million. New Zealand wine reached 62 destination markets during the month.

Bulk wine powers export growth as bottled sales slip

The packaging mix reveals a significant structural shift. Bulk wine-shipped in containers larger than 10 litres-generated $63.9 million in July, surging 52.7% year-on-year. Bulk now represents 37.1% of total export value, a substantial increase in market share.

Bottled wine (in containers of two litres or less, including sparkling) recorded $108.5 million, down 2.0% on the year. The average price for bottled wine stood at $9.85 per litre, a 56% premium over bulk wine at $6.32 per litre.

The divergence suggests exporters are responding to international demand for unpackaged wine, likely destined for bottling closer to end markets, while premium bottled sales face headwinds. The price differential reflects both packaging costs and the generally lower per-litre value of wine sold in bulk format.

Provisional data

July's export total of $172.4 million compares to $153.2 million in July 2023, $150.2 million in June 2024, and $171.5 million in May 2024. Statistics New Zealand figures for the most recent month are initially provisional and subject to revision as late declarations are processed.