New Zealand wine exports fall 15% as United States and United Kingdom shipments decline sharply

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Wine exports slipped to $161.2 million in August as major markets contracted, though Canada, France and several Asian destinations posted strong gains against a challenging backdrop.

August shipments down on all measures

New Zealand exported $161.2 million worth of wine in August 2024, down 15.1 per cent on the same month last year. Volume fell 13.5 per cent to 20.2 million litres, while the average price declined to $7.98 per litre. The month's performance pushed the rolling 12-month total to $2.09 billion, 11.5 per cent lower than the year prior.

Exporters reached 56 destination markets during the month, maintaining New Zealand wine's global footprint despite the value contraction.

Major markets drive overall decline

The United States remained the largest market but shipments fell 26.7 per cent year-on-year to $48.5 million, accounting for 30.1 per cent of total export value. The United Kingdom, the third-largest destination, saw an even steeper 36.4 per cent decline to $23.6 million, representing 14.7 per cent of exports.

Australia, the second-largest market, proved more resilient with a 6.8 per cent decline to $31.2 million and a 19.3 per cent share. Together, these three traditional strongholds accounted for nearly two-thirds of export value but all posted contractions.

Canada and emerging markets provide bright spots

Canada delivered the standout performance among major destinations, surging 43.8 per cent to $20.9 million and claiming a 13.0 per cent market share. France rose 41.8 per cent to $5.7 million, while Germany increased 25.1 per cent to $4.9 million.

Asian markets showed particular strength. Japan climbed 64.0 per cent to $2.2 million, South Korea jumped 55.4 per cent to $2.5 million, and Hong Kong gained 22.3 per cent to $1.6 million. Poland more than doubled to $0.9 million, up 103.4 per cent.

The gains were partially offset by sharp declines in European destinations: Belgium fell 74.1 per cent to $0.7 million and the Netherlands dropped 68.8 per cent to $1.3 million. Ireland declined 23.8 per cent to $4.0 million.

Bottled and bulk both retreat, price premium persists

Bottled wine in containers of two litres or less, including sparkling, accounted for $123.7 million of August exports, down 15.3 per cent year-on-year. Bulk shipments in containers exceeding 10 litres totalled $37.5 million, declining 14.4 per cent and representing 23.2 per cent of total export value.

The packaging price gap remained substantial: bottled wine averaged $11.07 per litre compared with $4.16 per litre for bulk, a near-threefold premium reflecting the differing market positioning and value-addition of the two formats.

Context and data notes

August's result continues a pattern of weaker year-on-year comparisons evident since early 2024, following relatively stronger monthly totals in late 2023. The $161.2 million recorded in August 2024 compares with peaks of $220.8 million in December 2023 and $209.5 million in February 2024.

Statistics New Zealand figures for the most recent month are initially provisional and subject to revision as late declarations are processed and classification details are refined.