New Zealand wine exports surge 20% to $221m in March on volume spike and strong bulk demand

Read online: https://nzwineexports.com/reports/2025-03

March 2025 · Generated 6 July 2026 · Source: Stats NZ overseas merchandise trade (HS 2204)

Wine exports reached $221.0 million in March 2025, up 19.9 per cent year-on-year, as shipment volumes jumped 43.3 per cent and bulk wine accounted for nearly half the month's value.

Strong monthly result

New Zealand exported $221.0 million of wine (HS 2204) in March 2025, the highest monthly total in a year and a sharp increase from the $184.2 million recorded in March 2024. Export volumes totalled 36.5 million litres, with an average realised price of $6.05 per litre. The result brought the rolling 12-month total to $2.10 billion, up 1.8 per cent on the year prior.

Year-on-year comparison

The value growth of 19.9 per cent was underpinned by a 43.3 per cent surge in volume, suggesting strong demand for lower-priced wine categories. March's total was also the highest since March 2024 and marked a sequential increase from February's $200.1 million. The combination of strong volume and modest price compression reflects a shift in the composition of shipments rather than a weakness in premium segments.

Market performance

New Zealand wine reached 60 destination markets in March. The United States remained the dominant buyer at $82.2 million, representing 37.2 per cent of total exports and growing 23.9 per cent year-on-year. The United Kingdom took $48.5 million (22.0 per cent share, up 10.8 per cent), while Australia imported $39.6 million (17.9 per cent share, up 20.9 per cent). Together, these three markets accounted for more than three-quarters of New Zealand's wine exports by value.

Canada was a notable exception, falling 37.3 per cent to $9.7 million, though it retained its fourth-place ranking.

Growth was particularly striking in several smaller markets. China rebounded strongly, up 133.4 per cent to $6.2 million, while Germany surged 173.3 per cent to $5.3 million. Korea gained 76.4 per cent to $4.8 million, and Ireland rose 46.6 per cent to $3.9 million.

Among markets shipping over $0.5 million, Latvia recorded the steepest percentage increase at 873.0 per cent to $0.7 million, followed by Spain (up 781.9 per cent to $0.5 million) and Denmark (up 546.9 per cent to $1.6 million). The Netherlands climbed 164.8 per cent to $2.9 million, while Poland and Sweden both more than doubled.

Packaging and price dynamics

Bulk wine in containers exceeding 10 litres accounted for $94.7 million, or 42.8 per cent of March's export value, a 56.1 per cent increase on the prior year. Bottled wine (in containers of two litres or less, including sparkling) contributed $126.3 million, up a more modest 2.6 per cent.

The divergence in packaging trends was mirrored in pricing. Bottled wine averaged $10.14 per litre, while bulk wine averaged $3.93 per litre-a gap of $6.21 per litre. The surge in bulk shipments reflects sustained demand from offshore bottlers and distributors, particularly as Northern Hemisphere markets prepare for seasonal demand and international buyers seek competitively priced New Zealand wine for blending or local packaging.

Data note

Figures are sourced from Stats NZ and are reported on a free-on-board (fob) basis in New Zealand dollars. Statistics for the most recent month are provisional and subject to revision as late declarations are processed.