New Zealand wine exports rise 6.4% in April as United States and Australia offset United Kingdom decline

Read online: https://nzwineexports.com/reports/2025-04

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Wine exports reached $163.2 million in April 2025, lifted by double-digit growth in North American markets and a surge in Australian demand, though the United Kingdom market continued to contract.

April shipments up on last year

New Zealand exported $163.2 million of wine in April 2025, up 6.4% on the same month last year. Volume rose more sharply, climbing 13.8% to 22.4 million litres. The average price across all formats was $7.30 per litre.

The April result brought the rolling 12-month total to $2.11 billion, up 2.1% year-on-year, as exporters shipped to 52 destination markets during the month.

Strong North American performance

The United States remained New Zealand's largest market by a substantial margin, accounting for $64.2 million, or 39.4% of April exports. The market grew 13.4% year-on-year, consolidating its dominant position.

Canada delivered an even stronger performance, with shipments jumping 34.8% to $14.9 million, capturing a 9.2% share of total exports. The combined North American markets absorbed nearly half of New Zealand's wine exports for the month.

Australia surges, United Kingdom falls

Australia recorded the largest absolute gain among major markets, with exports surging 49.3% to $20.6 million and securing a 12.6% share. The result underscores renewed momentum in the trans-Tasman trade.

By contrast, the United Kingdom-New Zealand's second-largest market-saw shipments fall 14.6% to $30.8 million, though it retained an 18.9% share. Other European markets also weakened: France declined 25.5% to $2.4 million, the Netherlands dropped 43.5% to $2.1 million, and Germany fell 46.6% to $1.9 million.

Asian and emerging markets mixed

China grew 36.1% to $4.5 million, while the Republic of Korea increased 36.8% to $3.9 million. Japan rose 20.6% to $1.9 million. Singapore, however, declined 11.7% to $2.6 million, and Hong Kong fell 37.6% to $0.9 million.

Among smaller markets, Poland stood out with growth of 262.9% to $1.2 million, while Bulgaria soared 567.3% to $0.6 million, albeit from a low base. Thailand climbed 36.7% to $0.7 million.

Bottled wine drives growth as bulk retreats

Bottled wine in containers of two litres or less-including sparkling-accounted for $128.7 million of April exports, up 11.2% year-on-year. Bulk shipments in containers exceeding 10 litres totalled $34.3 million, down 8.7%, and represented 21.0% of total export value.

The price differential between formats remained wide: bottled wine averaged $10.68 per litre compared with $3.34 per litre for bulk. The gap reflects the premium positioning of finished, branded product versus commodity wine sold for bottling or blending offshore. The decline in bulk exports and concurrent rise in bottled shipments suggests a continued shift toward higher-value formats in the export mix.

Context and caveats

April's result followed a particularly strong March, when exports reached $221.0 million, the highest monthly total in the period under review. February recorded $200.1 million, while January posted $154.2 million.

Statistics New Zealand's monthly trade figures are provisional upon initial release and subject to revision as late declarations and adjustments are processed in subsequent months.