# New Zealand wine exports slip 6.4% in July despite volume surge, as US market tumbles

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

**Wine exports fell to $161.5 million in July 2025 as a sharp contraction in the United States offset gains in Australia and several smaller markets, while bulk shipments declined at nearly double the rate of bottled wine.**

## Headline numbers

New Zealand exported $161.5 million worth of wine in July 2025, down 6.4% on the same month a year earlier. Export volume rose 12.3% to 23.7 million litres, pushing the average price down to $6.80 per litre. The value figure represents a modest rebound from June's $153.6 million but remains well below the $172.4 million recorded in July 2024. Shipments reached 61 destination markets during the month.

## Rolling annual performance weakens

The rolling 12-month total to July 2025 stood at $2,085.7 million, down 1.8% year-over-year. This marks a continuing soft patch for the sector, with the July result extending a pattern of subdued performance through the first half of the year.

## Destination markets: US collapse, Australia surges

The United States delivered the starkest result among major markets, with shipments plunging 47.4% to $32.9 million. That left the US in third place by value with a 20.4% share, surrendering ground to both Australia and the United Kingdom.

Australia surged to become the top destination, with exports jumping 42.5% to $44.5 million and commanding a 27.6% market share. The UK held second place at $33.8 million, slipping just 1.1%.

Canada recorded a 46.3% gain to $12.8 million, cementing fourth position with an 8.0% share. Further back, smaller markets produced dramatic growth rates: Japan rose 159.3% to $2.4 million, Ireland climbed 131.3% to $5.0 million, and South Korea expanded 94.3% to $5.3 million. Poland, Taiwan and the United Arab Emirates also registered triple-digit percentage gains, albeit from modest bases.

Not all markets advanced. Germany fell 36.9% to $3.2 million and France dropped 43.1% to $2.3 million. Belgium and Denmark also posted steep declines, down 62.6% and 55.5% respectively.

## Bottled holds, bulk retreats

The packaging breakdown underscored divergent fortunes. Bottled wine in containers of two litres or less generated $109.1 million, up a modest 0.5% year-over-year. Bulk shipments in containers exceeding 10 litres fell 18.3% to $52.3 million, accounting for 32.4% of total export value.

The price differential between formats remained pronounced: bottled wine averaged $10.75 per litre compared to $3.85 per litre for bulk. This $6.90 gap reflects the higher margins typically associated with retail-ready packaged product versus bulk shipments destined for bottling or blending offshore. The sharper contraction in bulk suggests weaker demand in price-sensitive segments or from buyers who bottle imported wine under their own labels.

## Data note

Statistics New Zealand's monthly trade figures are provisional upon initial release and subject to revision in subsequent months as additional customs documentation is processed. July 2025 figures should be treated as preliminary.