New Zealand wine exports surge 32.5% in October on strong US and UK demand

Read online: https://nzwineexports.com/reports/2025-10

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Wine exports reached $217.7 million in October 2025, driven by a 41.0% jump in volume and double-digit growth across key Northern Hemisphere markets.

Record October performance

New Zealand exported 32.9 million litres of wine worth $217.7 million in October 2025, marking the sector's strongest October on record. The month delivered a 32.5% increase in value and 41.0% rise in volume compared with October 2024, when exports totalled $164.3 million. The average price of $6.63 per litre reflected the surge in shipment volumes as producers capitalised on peak Northern Hemisphere demand ahead of the holiday season.

The result lifted the rolling 12-month total to $2.19 billion, up 8.6% year-on-year, maintaining the sector's steady growth trajectory through 2025.

Year-on-year momentum builds

October's performance marked a sharp acceleration from recent months. After recording $163.7 million in September, exports jumped 33.0% month-on-month to match March 2025 ($221.0 million) as the second-highest monthly result this year, trailing only August's $215.9 million. The 41.0% volume increase significantly outpaced the 32.5% value gain, indicating a shift towards higher-volume shipments at competitive price points.

New Zealand wine reached 56 destination markets during the month, underscoring the sector's broad geographic reach.

United States and Canada drive North American surge

The United States remained New Zealand's dominant market, absorbing $82.5 million of October exports-a 42.4% year-on-year increase that lifted its share to 37.9% of total value. The UK followed with $40.7 million (up 40.5%), claiming an 18.7% share as British demand remained robust.

Canada delivered the most dramatic growth story among major markets, surging 160.1% to $21.6 million and capturing a 9.9% share. The result consolidated Canada's position as New Zealand's fourth-largest wine market by value.

Australia, traditionally a top-three destination, recorded $32.8 million but declined 19.0% year-on-year, reducing its share to 15.1%. China also fell 8.1% to $3.6 million, continuing a softer trend in key Asian markets.

Emerging markets show triple-digit gains

Beyond the major destinations, several smaller markets posted exceptional growth. The United Arab Emirates led percentage gains with a 785.5% surge to $1.0 million, while Poland jumped 455.9% to $1.1 million. Spain increased 195.1% to $1.0 million, and Hong Kong rose 123.1% to $1.5 million.

Asia-Pacific markets showed strength: Singapore climbed 92.8% to $3.3 million, Japan rose 89.1% to $2.4 million, and South Korea gained 77.0% to $4.6 million. Ireland also performed strongly, up 70.8% to $4.3 million.

Bottled wines outpace bulk shipments

Bottled wine in containers of two litres or less accounted for $150.5 million of October's total, rising 39.6% year-on-year. Bulk shipments in containers exceeding 10 litres reached $67.1 million, up 18.9%, representing 30.8% of total export value.

The price differential remained stark: bottled wine averaged $10.76 per litre compared with $3.56 per litre for bulk. The threefold premium reflects the higher margins available in consumer-ready packaging, though bulk wine's solid growth indicates sustained demand from overseas bottlers and private-label programmes.

Data note

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