New Zealand wine exports slip 2.4% in December as UK demand falls sharply

Read online: https://nzwineexports.com/reports/2025-12

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

Wine exports earned $183.8 million in December 2025, down 2.4% year-on-year despite a 4.2% increase in volume, as strong US and Chinese growth failed to offset a steep 26.9% collapse in the UK market.

December shipments retreat in value terms

New Zealand exported $183.8 million worth of wine in December 2025, shipping 28.3 million litres at an average price of $6.49 per litre. The month marked a 2.4% decline in value compared with December 2024, even as volume rose 4.2%. The result left December as the third-quietest month of 2025 by value, behind only January and June.

Wine reached 58 destination markets during the month.

Rolling annual exports maintain momentum

Despite December's softness, the rolling 12-month total to December 2025 climbed to $2.17 billion, up 8.0% on the previous year. The annual figure underscores resilience across the calendar year, which saw monthly export values range from $153.6 million in June to $221.0 million in March.

United States surges, United Kingdom slumps

The United States accounted for $71.7 million of December exports-a 39.0% market share-and posted 13.2% growth year-on-year, cementing its position as New Zealand's dominant wine customer. Australia also delivered double-digit growth, rising 14.8% to $26.9 million and claiming a 14.7% share.

The United Kingdom, by contrast, fell 26.9% to $38.1 million, surrendering ground despite holding a 20.7% share. The decline was the largest by absolute value among major markets and formed part of a broader retreat across several European destinations. Canada dropped 16.0% to $11.1 million, Germany slipped 14.9% to $4.4 million, and the Republic of Korea declined 21.4% to $3.0 million.

Among smaller but fast-moving markets, China surged 40.4% to $6.2 million, Hong Kong jumped 49.6% to $1.6 million, and Belgium rose 38.6% to $1.3 million. Thailand grew 41.0% to $0.5 million. Losses were pronounced in France, which tumbled 56.2% to $1.3 million, Denmark, down 39.2% to $0.7 million, and Sweden, which fell 25.4% to $0.8 million.

Bulk slides as bottled wine edges higher

Bottled wine-comprising containers of 2 litres or less, including sparkling-generated $122.9 million in December, an increase of 1.6% year-on-year. Bulk shipments in containers larger than 10 litres earned $60.9 million, down 9.7%, and represented 33.1% of total export value.

The pricing gap between formats remained stark: bottled wine averaged $10.78 per litre, three times the $3.60 per litre achieved by bulk. The divergence reflects the premium positioning of bottled product and the commodity nature of bulk shipments, which are typically destined for blending or contract bottling offshore. Bulk's retreat pulled down the month's overall average unit value even as total volume expanded.

Provisional data subject to revision

December 2025 figures are provisional. Stats NZ may revise monthly trade data as late declarations are processed and classifications finalised.