

# New Zealand wine exports slip 7.7% in April as major markets retreat

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**Wine exports fell to \$150.5 million in April 2026, driven by double-digit declines in the United States and Australia, though China and Ireland delivered strong gains against a weakening trend.**

## April exports down on lower volumes

New Zealand exported \$150.5 million of wine (HS 2204) in April 2026, down 7.7 per cent on the same month a year earlier. Export volumes fell 10.7 per cent to 20.0 million litres, whilst the average unit value edged up to \$7.54 per litre. The month's result continues a pattern of subdued performance across the sector, with shipments reaching 56 destination markets.

## Rolling annual total nearly flat

The rolling 12-month total to April 2026 stood at \$2.09 billion, down a modest 0.7 per cent year-over-year. April's monthly performance follows a volatile sequence over the southern autumn: exports reached \$181.3 million in March and \$205.6 million in February, after dipping to \$123.1 million in January. The latest result sits below the April 2025 baseline of \$163.2 million.

## United States and Australia weigh on top markets

The United States remained New Zealand's largest wine market, accounting for 37.3 per cent of April exports with \$56.2 million in shipments, but the value fell 12.6 per cent year-over-year. The United Kingdom, the second-largest destination, recorded \$29.2 million in exports, down 5.0 per cent. Australia, the third-ranked market, saw a sharp 24.5 per cent decline to \$15.6 million, whilst Canada fell 8.3 per cent to \$13.7 million.

Against this backdrop, China delivered the standout performance among major markets, surging 85.6 per cent to \$8.3 million and claiming a 5.5 per cent share of total exports. Ireland rose 26.3 per cent to \$5.4 million, South Korea increased 8.0 per cent to \$4.3 million, and Japan advanced 19.2 per cent to \$2.2 million.

Several European markets experienced steep falls: France dropped 34.7 per cent to \$1.6 million, the Netherlands declined 27.1 per cent to \$1.5 million, and Germany fell 25.1 per cent to \$1.5 million. Singapore retreated 24.2 per cent to \$2.0 million.

## Emerging bright spots in smaller markets

Among destinations exporting above \$0.5 million, Bulgaria posted the sharpest gain, up 90.5 per cent to \$1.1 million. Hong Kong also impressed with a 50.6 per cent increase to \$1.4 million. Denmark, however, fell 51.0 per cent to \$0.5 million, marking the steepest decline in the cohort.

### **Bulk exports bear the brunt of decline**

The packaging breakdown reveals a sharp divergence in performance. Bottled wine in containers of two litres or less accounted for \$125.5 million of April exports and declined 2.5 per cent year-over-year. Bulk wine shipped in containers exceeding 10 litres totalled \$25.0 million—16.6 per cent of total export value—but fell 27.0 per cent.

The price gap between formats remained stark: bottled wine averaged \$10.47 per litre compared with \$3.13 per litre for bulk, a differential reflecting the premium positioning of finished product versus commodity shipments for offshore bottling.

### **Data note**

Figures are compiled by Stats NZ from Customs export data. Statistics for the most recent month are provisional and subject to revision as late declarations are processed.