New Zealand wine exports rise 7.9% in June as UK demand surges nearly 50%

Read online: https://nzwineexports.com/reports/2026-06

June 2026 · Generated 26 July 2026 · Source: Stats NZ overseas merchandise trade (HS 2204)

Wine shipments reached $165.7 million in June 2026, driven by a 49.9% surge in UK sales and strong growth in China, though the shift towards bottled exports masked a sharp decline in bulk wine.

Headline figures

New Zealand exported $165.7 million worth of wine in June 2026, up 7.9% on the same month a year earlier. Volume rose more sharply, climbing 16.5% to 22.9 million litres, which pulled the average unit price down to $7.24 per litre. The country shipped wine to 59 destination markets during the month.

Over the 12 months to June 2026, total wine exports reached $2.11 billion, a modest 0.6% increase on the previous rolling year.

Market dynamics

The United States remained New Zealand's largest wine customer, accounting for $50.6 million-30.5% of June's exports-and posting a solid 15.5% gain year-on-year. But the standout performer was the United Kingdom, where sales jumped 49.9% to $42.0 million, claiming a 25.4% share of total exports.

China demonstrated explosive growth, with shipments surging 91.8% to $8.9 million (5.4% share), whilst Ireland rose 43.6% to $5.9 million and the Netherlands climbed 65.8% to $2.9 million.

Weakness in key Asian markets

Not all major destinations followed the upward trend. Australia, the third-largest market, fell 13.1% to $20.6 million, and Canada dropped 21.4% to $16.1 million. South Korea saw a sharp 39% decline to $3.7 million, whilst Japan slipped 24.3% to $1.3 million and Singapore fell 20.0% to $1.9 million.

Germany recorded one of June's steepest falls, down 60.8% to $1.8 million. France and Sweden also saw significant contractions, dropping 58.5% to $1.0 million and 57.3% to $0.5 million respectively.

Bottled wine drives growth

The packaging mix revealed a decisive shift in June's export composition. Bottled wine (in containers of two litres or less, including sparkling) generated $136.3 million, up 12.9% year-on-year, at an average price of $10.33 per litre.

Bulk exports in containers exceeding 10 litres, by contrast, fell 10.6% to $29.4 million, representing 17.8% of total value. The average bulk price of $3.04 per litre-less than a third of the bottled rate-underscores the premium New Zealand commands for finished, branded product over commodity wine sold for bottling overseas. The divergence suggests exporters continued to pivot towards higher-value packaged formats despite softer bulk demand.

Monthly context

June's result of $165.7 million was virtually unchanged from May's $165.1 million, and sat well below the peaks recorded in August 2025 ($215.9 million) and October 2025 ($217.7 million). The figure nonetheless represented an improvement on the low point of January 2026 ($123.1 million), maintaining the sector's modest upward trajectory through the second quarter of the calendar year.

Stats NZ figures for the most recent month are initially provisional and subject to revision as late declarations are processed.