New Zealand's August wine exports down 2.9% on August 2025 to $209.7m

Read online: https://nzwineexports.com/reports/2026-08

August 2026 · Generated 27 September 2026 · Source: Stats NZ overseas merchandise trade (HS 2204)

New Zealand exported $209.7m of wine in August 2026, down 2.9% on August 2025, and the 12 months to August were $2,101.4m, down 1.8%.

Headline figures

August 2026 exports were $209.7m, compared with $215.9m in August 2025, a fall of 2.9%. Volume fell 2.1% to 30.0 million litres from 30.6 million litres, and the average value per litre was $7.00 against $7.05 a year earlier. Wine went to 58 destinations, down from 61.

Over the 12 months to August, exports were $2,101.4m against $2,140.4m in the previous 12 months, down 1.8%. Volume over the same period rose 0.5% to 302.7 million litres. Over the year, value is down while volume is slightly up.

Bottled and bulk

Bottled wine (HS 220421) was $156.1m in August, up 0.8% on $154.9m a year earlier, at $10.57 per litre against $10.73. It made up 74.4% of the month's value, up from 71.7%. Bulk wine (HS 220429) was $52.6m, down 9.9% from $58.3m, at $3.48 per litre against $3.68, and made up 25.1% of the value against 27.0%. Sparkling wine was $1.1m against $2.2m.

Over the 12 months to August, bottled wine rose 3.6% to $1,543.7m while bulk wine fell 14.4% to $540.2m. Bottled wine is growing over the year and bulk wine is shrinking.

Largest markets

Over the 12 months to August, the United States was the largest market at $732.2m, down 1.0%, followed by the United Kingdom at $413.8m, down 7.1%, Australia at $299.5m, down 12.4%, Canada at $198.3m, up 11.3%, and China at $77.4m, up 27.8%. In August itself the United States took $55.5m (26.5% of the month's value), the United Kingdom $49.2m (23.5%), Australia $31.0m (14.8%), Canada $22.8m (10.9%) and China $10.9m (5.2%).

The United States was down over the 12 months but up 13.5% over the last three months, to $152.4m. The United Kingdom was down over the year and flat over the last three months, up 0.2% to $122.1m. Germany was up 5.9% over the year at $55.1m but down 21.4% over the last three months, to $9.9m.

Markets growing over the year

Canada was $198.3m over the 12 months, up 11.3%, and $59.9m over the last three months, up 15.2%. China was $77.4m, up 27.8%, with the three months up 72.2% to $28.2m. Ireland was $53.2m, up 17.9%, with the three months up 22.2% to $16.8m. Singapore was $30.7m, up 19.8%, with the three months up 13.7% to $8.6m. The Netherlands was $22.5m, up 14.7%, with the three months up 38.4% to $6.2m.

Markets declining over the year

Australia was $299.5m over the 12 months, down 12.4%, and $74.3m over the last three months, down 24.6%. South Korea was $47.4m, down 7.0%, with the three months down 30.4% to $11.6m. France was $30.2m, down 25.8%, with the three months down 22.0% to $9.7m. Japan was $17.4m, down 4.9%, with the three months down 21.7% to $4.8m.

Regions

North America was $934.0m over the 12 months, up 1.3%, and $212.7m over the last three months, up 13.6%. Europe was $641.1m, down 3.8%, with the three months down 1.4% to $179.4m. Oceania was $305.8m, down 12.1%, with the three months down 24.3% to $76.2m. Asia was $217.5m, up 7.6%, with the three months up 10.4% to $66.4m.

Data notes

Figures are Stats NZ overseas merchandise trade data for HS 2204, in NZD FOB, as currently held after Stats NZ revisions. They replace the figures first published for August ($213.9m, down 0.9%), which are no longer correct. Changes compare with the same period a year earlier. Commentary is Small But Mighty's interpretation of the official data.

Source: Stats NZ overseas merchandise trade, HS 2204. Interpretation by Small But Mighty.