New Zealand wine exports fall 2.1% to $213.1m in October 2026

Read online: https://nzwineexports.com/reports/2026-10

October 2026 · Generated 23 November 2026 · Source: Stats NZ overseas merchandise trade (HS 2204)

Wine exports were $213.1 million in October 2026, 2.1% below October 2025. Volume fell 9.0%, the average price per litre was higher, and bulk wine was well below a year earlier while bottled wine's share of the month rose.

Headline figures

New Zealand exported $213.1 million of wine in October 2026, 2.1% less than in October 2025. Volume fell 9.0% to 29.9 million litres, so the average price across all formats was $7.13 per litre, compared with $6.63 a year earlier. Wine reached 62 destination markets during the month, up from 56 in October 2025.

Over the 12 months to October 2026, exports totalled $2,139.0 million, which is 2.4% lower than the previous 12 months.

October's result was ahead of August ($209.7 million) and September ($205.8 million), and was the highest monthly total since October 2025, when exports reached $217.7 million. The lowest month of the past year was January 2026 at $123.1 million.

Bottled and bulk

Bottled wine in containers of two litres or less, excluding sparkling, generated $165.7 million in October at an average of $10.07 per litre, and made up 77.7% of the month's export value. A year earlier it was $149.0 million at $10.73 per litre, a 68.5% share. Sparkling wine added $2.3 million.

Bulk wine in containers above 10 litres generated $45.1 million at $3.43 per litre, which was 21.2% of the month's value. In October 2025 it was $67.1 million and a 30.8% share. Bulk volume was 13.2 million litres, compared with 18.9 million litres a year earlier.

Over the 12 months to October, bottled wine (including sparkling) is worth $1,612.1 million, up 3.9%, while bulk wine is worth $526.0 million, down 17.6%. Over the last three months bottled wine was $479.9 million, up 12.1%, and bulk was $148.7 million, down 11.8%.

Largest markets

The United States remained the largest market, taking $86.7 million in October, 40.7% of the month's exports. Over the 12 months to October it was worth $738.3 million, down 4.7%, but over the last three months it was $203.6 million, up 2.0%, with volume down 8.0%.

The United Kingdom took $33.4 million (15.7%). Its 12 month value was $421.8 million, down 6.4%, and its three month value was $126.8 million, down 2.1%. Australia took $32.1 million (15.1%), with a 12 month value of $302.6 million, down 8.5%, and a three month value of $94.6 million, up 4.1%. Canada took $16.5 million (7.7%). Over 12 months it was $193.9 million, up 1.8%, and over three months $53.8 million, down 0.4%.

Markets growing over the year

China is the strongest grower over the 12 months, at $89.3 million, up 45.7%, with $30.8 million over the last three months, up 113.6%. Its October value was $9.1 million, 4.3% of the month. Germany ($58.8 million over 12 months, up 19.0%), Ireland ($54.5 million, up 12.4%) and Singapore ($33.8 million, up 33.1%) also grew over the year, and all three were higher over the last three months, by 27.3%, 8.0% and 52.4%. Spain was worth $8.7 million over 12 months, up 93.0%.

Markets declining over the year

South Korea was $45.3 million over 12 months, down 16.2%, and was down 18.0% over the last three months to $10.8 million. Hong Kong was $16.3 million over 12 months, down 19.1%, with a three month value of $4.6 million, down 3.4%. The United Arab Emirates was $4.7 million over 12 months, down 48.0%, and $2.0 million over three months, down 45.0%. France was $35.6 million over 12 months, down 8.4% with volume up 6.4%, but its three month value of $15.4 million was up 29.3%.

Regions

North America was the largest region at $936.0 million over 12 months, down 3.4%, with a three month value of $258.3 million, up 1.6%, and volume down 7.3%. Europe was $660.4 million, down 2.2% with volume up 5.6%, and $199.0 million over three months, up 3.1%. Oceania was $309.4 million, down 8.1%, and $97.1 million over three months, up 4.4%. Asia was $230.2 million, up 10.7%, and $73.7 million over three months, up 31.3%.

Data notes

Source: Stats NZ overseas merchandise trade, HS 2204, NZD FOB. Figures for the most recent month are provisional and subject to revision as late declarations are processed. Rolling and three month comparisons are with the same period a year earlier. Monthly market shares and unit prices are calculated from the same Stats NZ records.