



# NEW ZEALAND WINE MARKET IN 2020

**\$1.86B**

MARKET VALUE OF WINE IN 2019 IN USD

AVERAGE CONSUMPTION OF WINE BY VOLUME IN 2019

**19L**

**80%**

SHARE OF OFF-TRADE (SUPERMARKETS, BOTTLE SHOPS AND ONLINE) SALES

VOLUME OF WINE IMPORTED TO NZ IN 2019 VS 2018

**+1.7%**



## GROWTH IN VALUE OF IMPORTS OF WINE

2016		USD\$ 37.2M
2017		USD\$ 39.9M
2018		USD\$ 40.8M
2019		USD\$ 60M



## GROWTH IN VOLUME OF IMPORTS OF WINE

2016		40.6M L
2017		39.9M L
2018		41.7M L
2019		42.4M L



## DEMOGRAPHICS

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AVERAGE HOUSEHOLD INCOME  
**USD \$ 102.613** in 2019

SHARE OF IMPORTED WINE  
CONSUMED IN 2019

**13%**

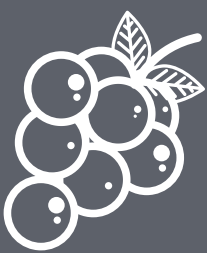


**1,056,858 BOTTLES**

OF CHAMPAGNE SOLD  
IN 2019

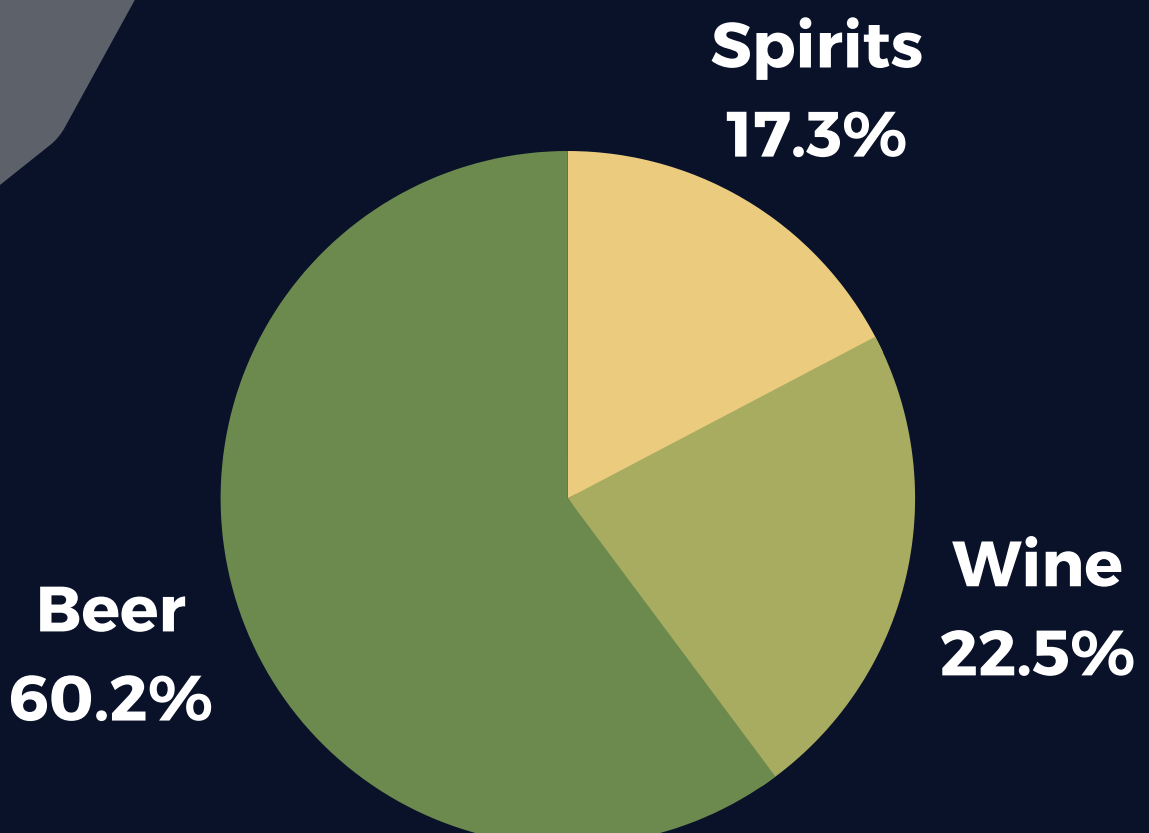
TARIFF ON IMPORT  
OF WINE TO NZ

**5%**



CONSUMPTION IN NEW ZEALAND BY  
CATEGORY IN 2019

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# CHAMPAGNES PRESENT IN 2020



FOR A FULL MARKET STUDY AND DETAILED STATISTICS CONTACT LUCY EDWARDS AT [INFO@CHAMPAGNEEVERYDAY.COM.AU](mailto:INFO@CHAMPAGNEEVERYDAY.COM.AU)

CED AGENCY

