



**Mid-range pricing per hectare for viticulture properties**  
**\$116K - \$284K**

**Mid-range land area for viticulture properties sold**  
**8ha - 22ha**

**Total land area of viticulture properties sold**  
**1,227ha**

1 July 2021 - 30 June 2022

Source: Bayleys Insights & Data and CoreLogic

## The viticulture property market in 60 seconds

### Biggest trends



**Sauvignon Blanc is the main cash cow**

Market remains primarily focused on securing supply of Sauvignon Blanc grapes. Given consumer demand has continued to outstrip supply, yield volume without a compromise to quality remains important for commercial production.



**Other varietals remain attractive**

Vineyards producing mixed or non-Sauvignon Blanc varietals remain attractive. Being typically smaller, production is focused on quality where tonnages are kept lower in order to have improved concentration in the resulting wines.



**Organic appeals to premium wine producers**

Organic producers are focused on improving wine flavour and quality through the benefits of using organic growing practices. This growing practice fits well with high-end brands wanting to differentiate in the market.

### Outlook for the next 12 months



**Focus on securing supply for growth export markets**

With strong growth forecast in the US market over the next five years and along with the constrained volume of land available for development in Marlborough, vineyard buyers will continue to focus on securing supply of Sauvignon Blanc. Demand expected in other regions where scaled development and production is available, to grow Sauvignon Blanc, Pinot Gris and Pinot Noir.



**Increased vine replacement**

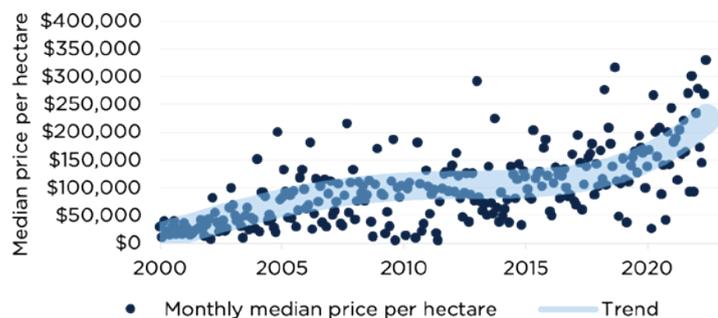
Many vineyards are now approaching 30 years. Where production is dropping and becoming uneconomic, redevelopment or 'refreshing the asset' with new plantings will continue to occur. Operational advantages likely to exist where vines are replaced given tighter spacings, which should drive productivity gains.



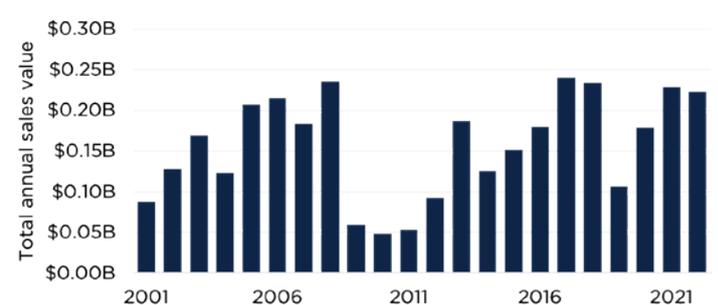
**Growth in lifestyle purchases**

Continued activity amongst lifestyle purchasers expected particularly in the \$2.5M to \$5M price range. This segment of the market provides an opportunity to generate solid passive income along with an appealing lifestyle in amongst the vines.

### Median price per hectare



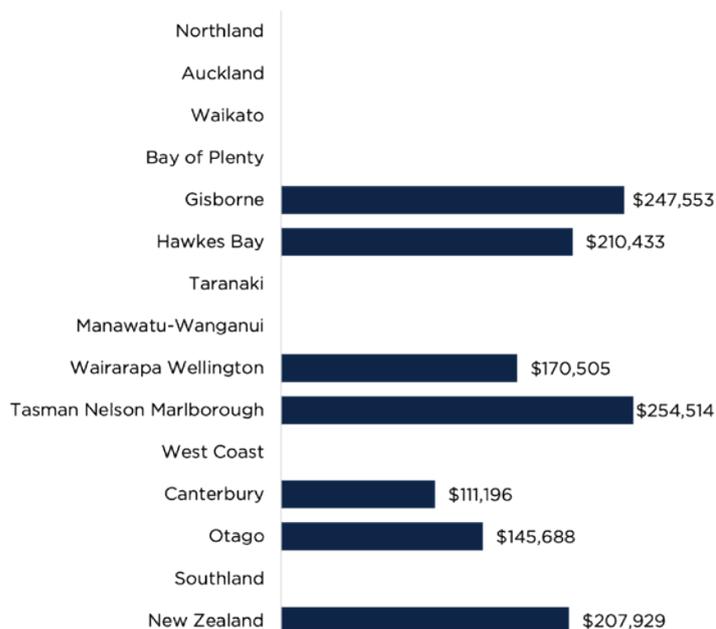
### Annual value of sales



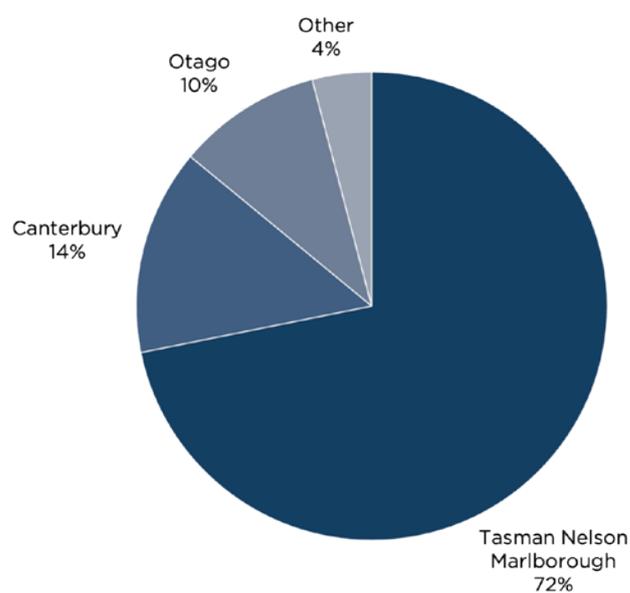
Data: CoreLogic. Vineyards. "Mid-range" levels based on lower and upper quartiles (middle 50% of the market). They do not represent the minimum or maximum rates in the market, and are based on total land area inclusive of any buildings, improvements and infrastructure. Annual value of sales for each year above are for the 12 months to 30 June.

## Market indicators (2022)

Average price per hectare by region



Total land area sold by region



## Regional market indicators

Region	Mid-range price per hectare		Total land area sold (hectares)	
	2021	2022	2021	2022
Northland	\$216,481 - \$216,481	-	4	-
Auckland	\$331,271 - \$372,949	-	26	-
Waikato	-	-	-	-
Bay of Plenty	-	-	-	-
Gisborne	\$143,809 - \$153,539	\$217,092 - \$278,014	17	17
Hawkes Bay	\$155,421 - \$206,742	\$194,026 - \$226,839	21	20
Taranaki	-	-	-	-
Manawatu-Wanganui	-	-	-	-
Wairarapa Wellington	\$124,346 - \$201,427	\$165,702 - \$175,308	67	13
Tasman Nelson Marlborough	\$64,046 - \$245,771	\$173,345 - \$306,947	3,194	881
West Coast	-	-	-	-
Canterbury	\$56,807 - \$133,724	\$66,790 - \$125,530	210	174
Otago	\$122,402 - \$234,654	\$92,313 - \$174,924	58	122
Southland	-	-	-	-
<b>New Zealand</b>	<b>\$94,485 - \$237,265</b>	<b>\$116,796 - \$283,916</b>	<b>3,597</b>	<b>1,227</b>

Data: Corelogic. Vineyards. "Typical" levels based on lower and upper quartiles (middle 50% of the market). They do not represent the minimum or maximum rates in the market. Sales metrics for each year above are for the 12 months to 30 June.



## Notable transactions



### Waterfalls Road, Seddon

Land area 72.37ha  
 Sale price \$16,200,000  
 Price per CaHa \$271,265  
 Contact Kurt Lindsay



### 3518 State Highway 1, Riverlands

Land area 32.78ha  
 Sale price \$13,500,000  
 Price per CaHa N/A  
 Contact Mike Poff, Zak Thorpe, Grant Thorpe



### 1746 State Highway 63, Wairau Valley

Land area 28.81 ha  
 Sale price \$6,850,000  
 Price per CaHa \$305,000  
 Contact Kurt Lindsay



### 3211 State Highway 63, Wairau Valley

Land area 36.05ha  
 Sale price \$6,820,525  
 Price per CaHa \$239,653  
 Contact Kurt Lindsay



### 672 Old Renwick Road, Renwick

Land area 23.16ha  
 Sale price \$6,450,000  
 Price per CaHa N/A  
 Contact Mike Poff



### 2769 State Highway 63, Wairau Valley

Land area 22.51ha  
 Sale price \$4,213,600  
 Price per CaHa \$226,172  
 Contact Kurt Lindsay



### 3 Fareham Lane, Renwick

Land area 8.07ha  
 Sale price \$3,250,000  
 Price per CaHa \$357,142  
 Contact Harrison Martin



### Alabama Road, Riverlands

Land area 4.68ha  
 Sale price \$2,701,000  
 Price per CaHa N/A  
 Contact Mike Poff



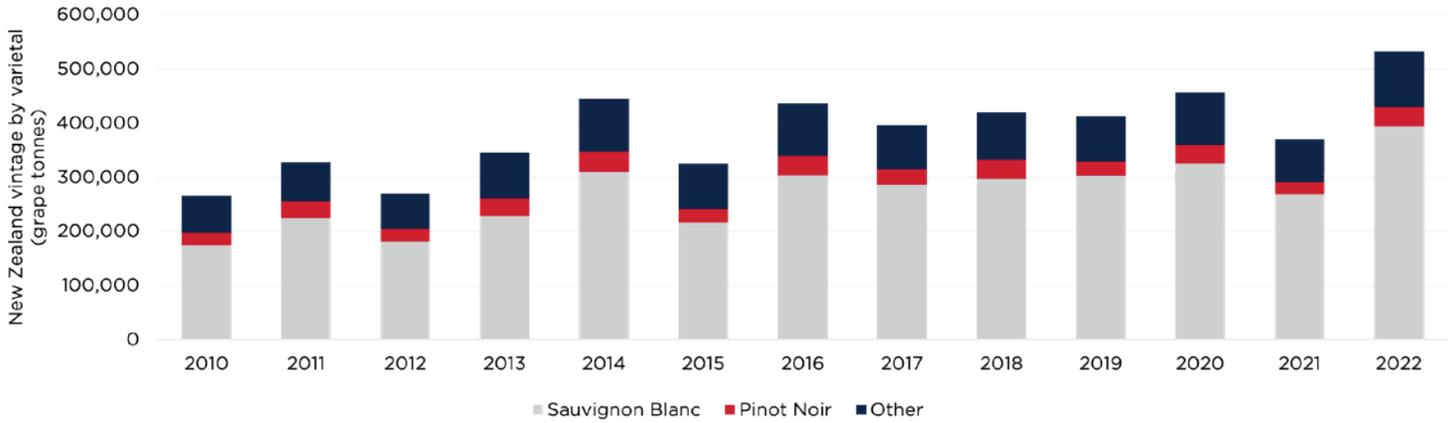
### 18 Mere Road, Fernhill

Land area 4.05ha  
 Sale price \$985,000  
 Price per CaHa N/A  
 Contact Tony Rasmussen, Jeff Kevern

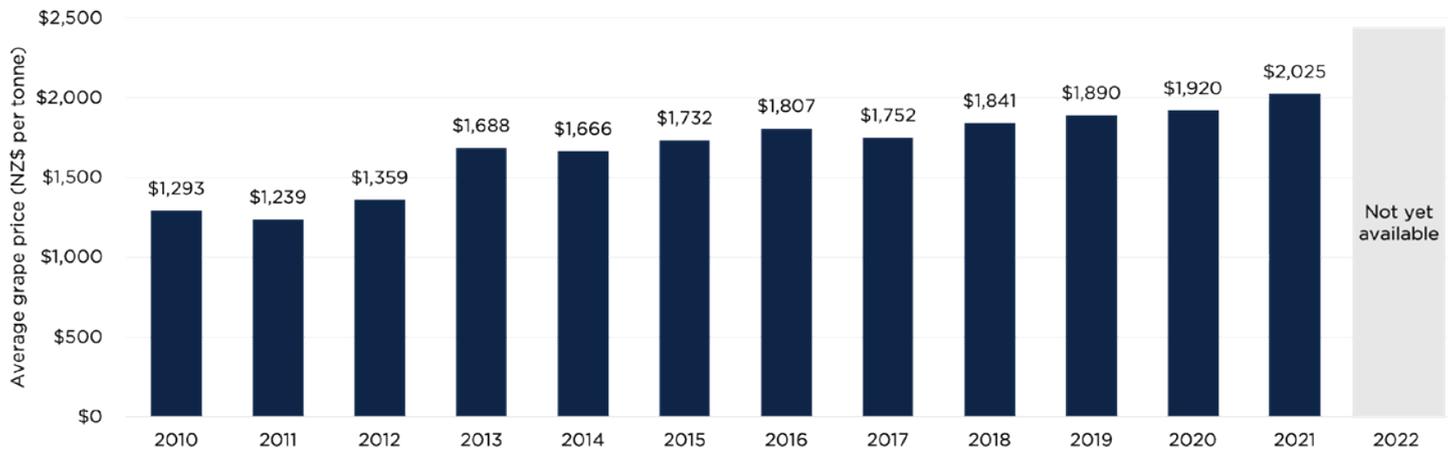
Note: "Price per CaHa" reflects the sale price divided by Bayleys' assessment of price per Canopy Hectare (CaHa).

## Market indicators

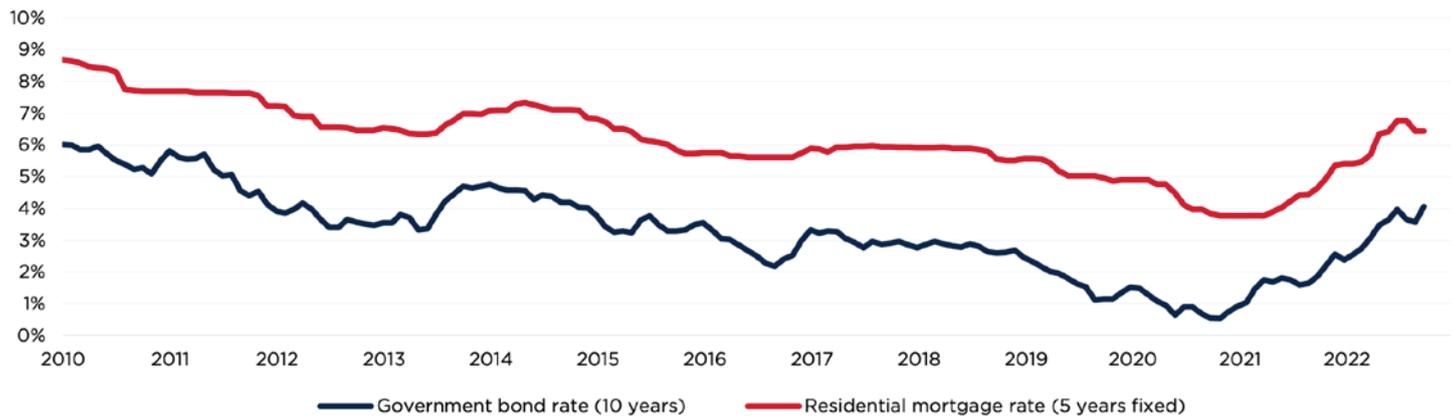
### New Zealand vintage by varietal (grape tonnes)



### Average grape price (NZ\$ per tonne)



### Benchmark interest rates



Data: Stats NZ, GitHub, RBNZ.

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