



Kiwifruit property market in 60 seconds



Strong orchard returns underpin land values
Kiwifruit continues to deliver some of the strongest returns across the primary sector, supporting buyer confidence and keeping orchard values firm in established growing regions such as the Bay of Plenty.



Licence availability shaping development demand
Zespri licence releases continue to drive interest in development land, with buyers actively seeking suitable sites capable of conversion to gold or emerging varieties.



Established orchards attracting the deepest enquiry
Turnkey orchards with strong production history, modern infrastructure and reliable management are attracting the strongest competition, particularly where scale and operational efficiency are evident.



Capital targeting proven growing districts
Investor and private buyer interest remains concentrated in proven kiwifruit districts where growing conditions, labour access and post-harvest infrastructure support consistent orchard performance.

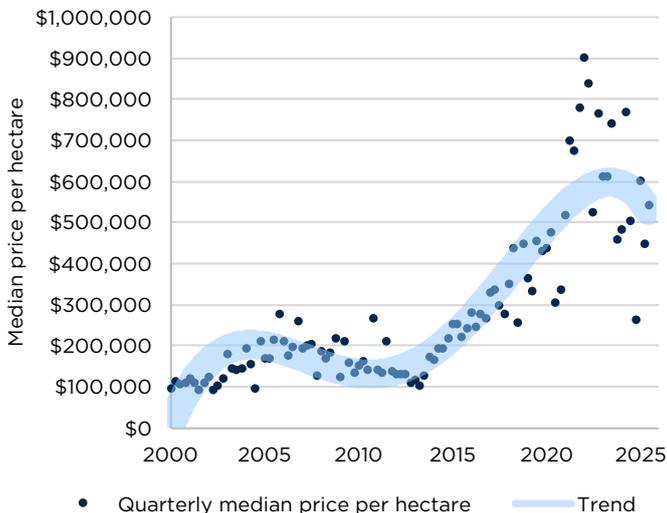


Premium varieties driving the value gap
Gold and newer red varieties continue to command the strongest buyer demand and pricing, while green orchards are attracting more selective interest based on production performance and redevelopment potential.

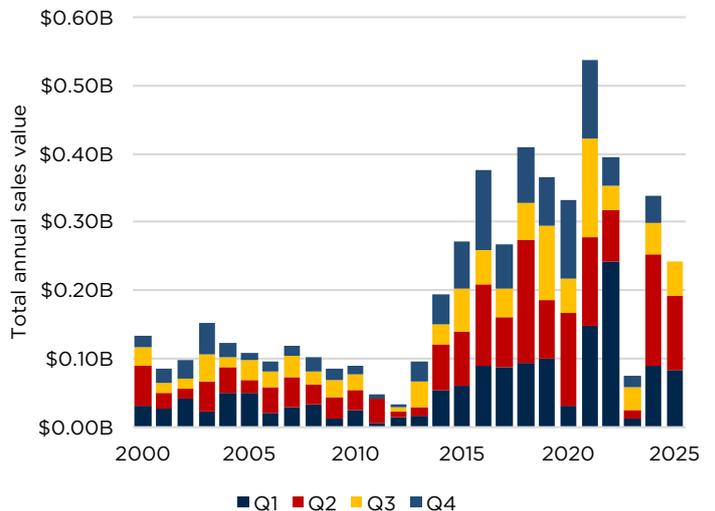


Rising cost pressures emerging as a key watchpoint
Uncertainty around shipping, fuel and trucking costs is becoming a growing consideration, with potential impacts on orchard margins and increased scrutiny on proximity to packhouses and supply chain efficiency.

Median price per hectare



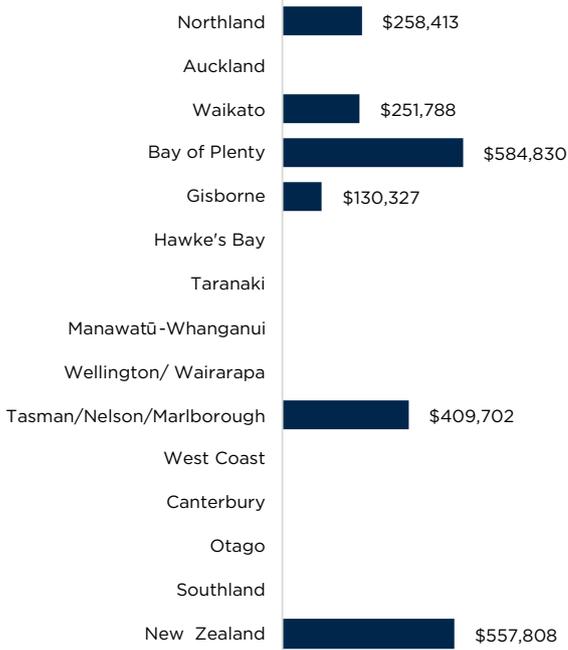
Annual value of sales



Data: CoreLogic. Kiwifruit. "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.

Market indicators

Median price per hectare by region



Market indicators by region

Region	Kiwifruit	
	Mid-range price per hectare	Total land area sold (ha)
Northland	\$258.4K - \$258.4K	14
Auckland	-	-
Waikato	\$141.8K - \$261.6K	64
Bay of Plenty	\$284.2K - \$778.0K	503
Gisborne	\$130.3K - \$130.3K	38
Hawke's Bay	-	-
Taranaki	-	-
Manawatū-Whanganui	-	-
Wellington/Wairarapa	-	-
Tasman/Nelson/Marlborough	\$409.7K - \$409.7K	23
West Coast	-	-
Canterbury	-	-
Otago	-	-
Southland	-	-
New Zealand	\$264.7K - \$723.0K	642

Kiwifruit planted area by regions



Data: Fresh Fact, CoreLogic, Kiwifruit. "Mid-range price" is 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 September 2025. Price per hectare is calculated on overall land area without adjustment for variations in canopy areas, dwellings or other improvements.

Notable transactions



Lot 1 2155 State Highway 30, Te Teko

Land area 9.31ha
Planted 3.04ha G3 | 1.33ha G
Sale price \$5,825,000
Contact Snow Williams



34 Tahuna Road, Te Teko

Land area 8.00ha
Planted 4.76ha G3 | 1.51ha G
Sale price \$6,130,000
Contact Snow Williams



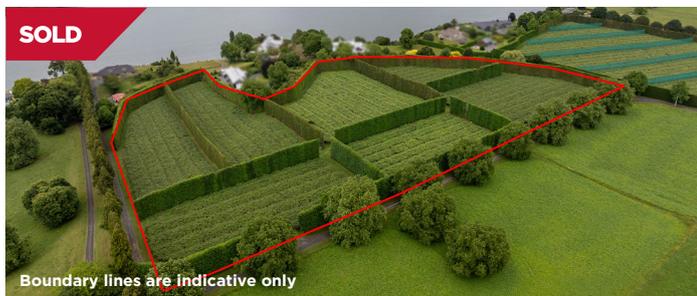
469 Western Drain Road, Edgecumbe

Land area 11.07ha
Planted 6.2ha G3 | 1.7ha G
Sale price \$8,550,000
Contact Rhys Michefski



20 Ronalds Lane, Te Puke

Land area 3.18ha
Planted 2.57ha G3
Sale price \$5,350,000
Contact Snow Williams



19E Amber Lane, Karapiro

Land area 4.24ha
Planted 1.01ha G3
Sale price \$2,500,000
Contact Dave Kilbride



840 No 3 Road, Te Puke

Land area 6.39ha
Planted 3ha G3 | 1.97ha G
Sale price \$7,700,000
Contact Snow Williams

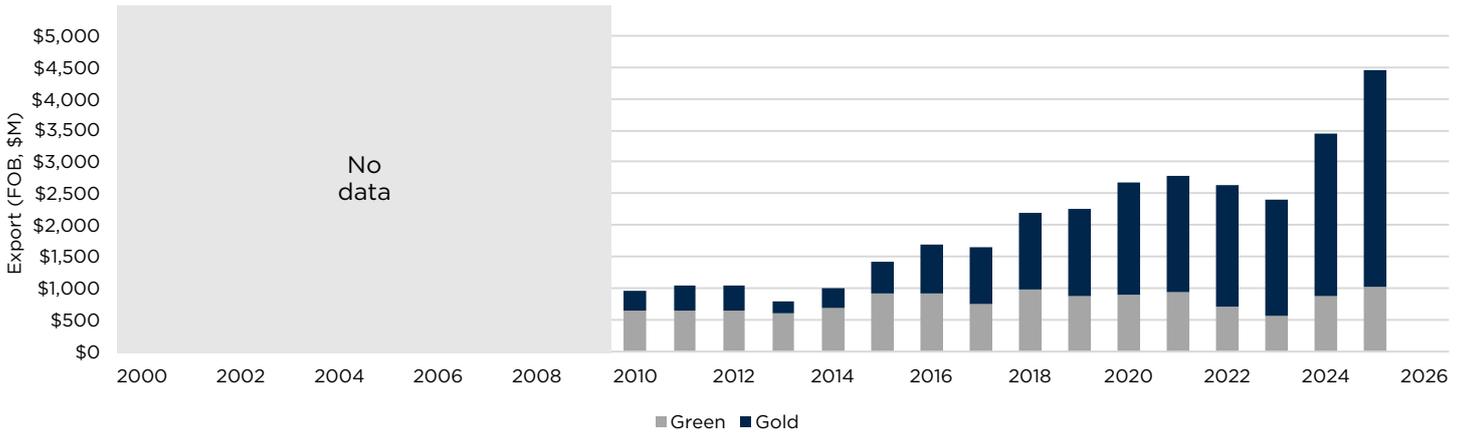
Data: G3 = Zespri SunGold Kiwifruit; G = Zespri Green Kiwifruit; RR = Zespri RubyRed Kiwifruit; AVC = Avocado

Selection of Bayleys sales in February and March 2026

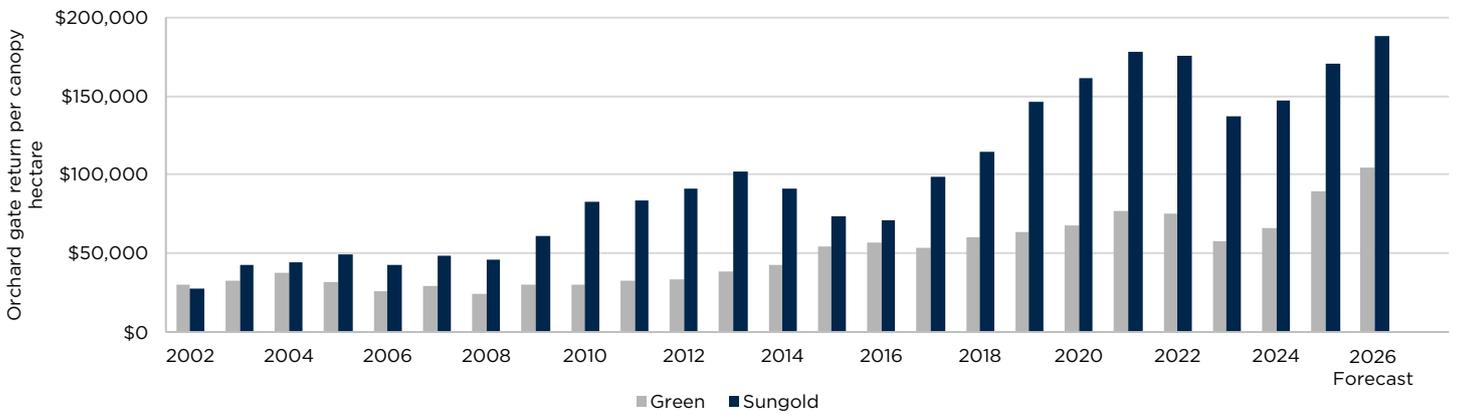


Market indicators

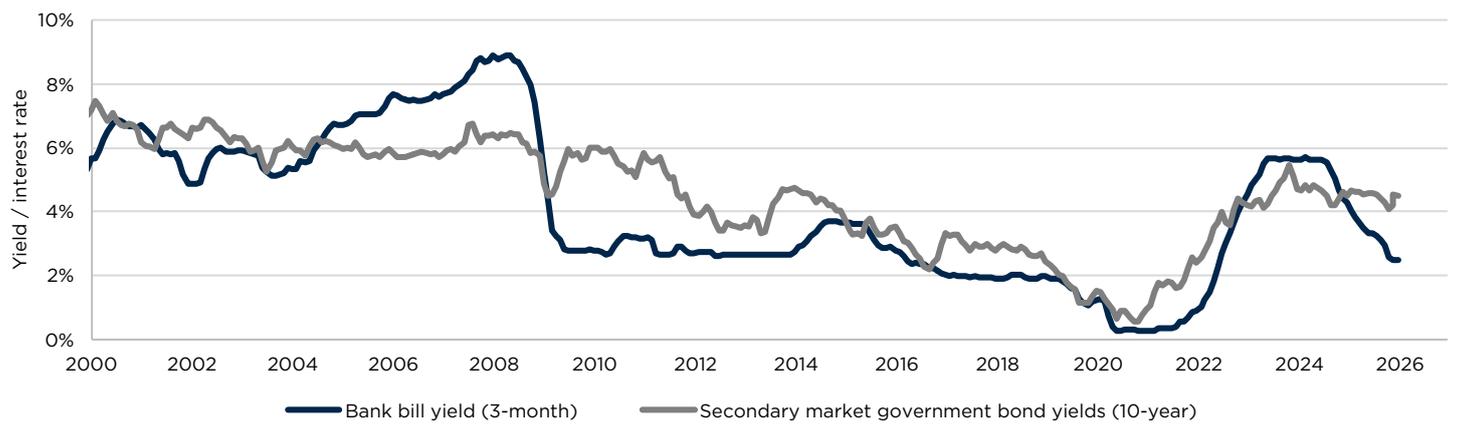
Kiwifruit exports



Orchard Gate Return (OGR) per hectare for Zespri Kiwifruit



Interest rates



Data: StatsNZ, Zespri annual report, RBNZ.

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