Wine Australia

Australian wine in the Japan market

Consumers of Australian wine have increased 4% to

4.7 million

Despite a shrink in the regular* wine drinking population (-12% vs 2016), Australian wine consumers have increased (+4% vs 2019)

*Drink wine at least once per month

Australian wine imagery perception amongst drinkers

Japanese consumers have a very positive image of Australian wine. Australian wine is associated with authenticity, sustainably made, value for money, and appreciated as food-friendly wines. In a survey of drinkers who had consumed Australian wine in the past 6 months, Australian wine stood out on the below statements.

Food friendly wines	90%
Wines which offer good value for money	88%
I trust the authenticity of these wines	83%
I would be happy to recommend wines from this country	81%
Natural wines	80%
I like the grape varieties produced in this country	73%

*% of those who agree or strongly agree with the statements

Source: Wine Intelligence 'Country health tracking: 9 key markets' June 2023

Top three export varieties

Global			Japan		
Shiraz	$361m	20%	Chardonnay	$8m	18%
Chardonnay	$293m	16%	Shiraz	$7m	14%
Cabernet Sauvignon	$293m	16%	Cabernet Sauvignon	$6m	14%

Source: Wine Australia Export Dashboard, year ending September 2023

Price points in growth

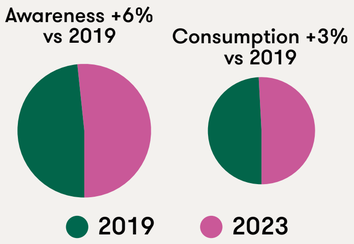
	Growth in FY23		Value share of exports
$7.50–$9.99	5%	▲	12%
$10.00–$19.99	1%	▲	14%
$20.00–$49.99	34%	▲	10%
$50.00–$199.99	27%	▲	3%

FOB (Free on board) price

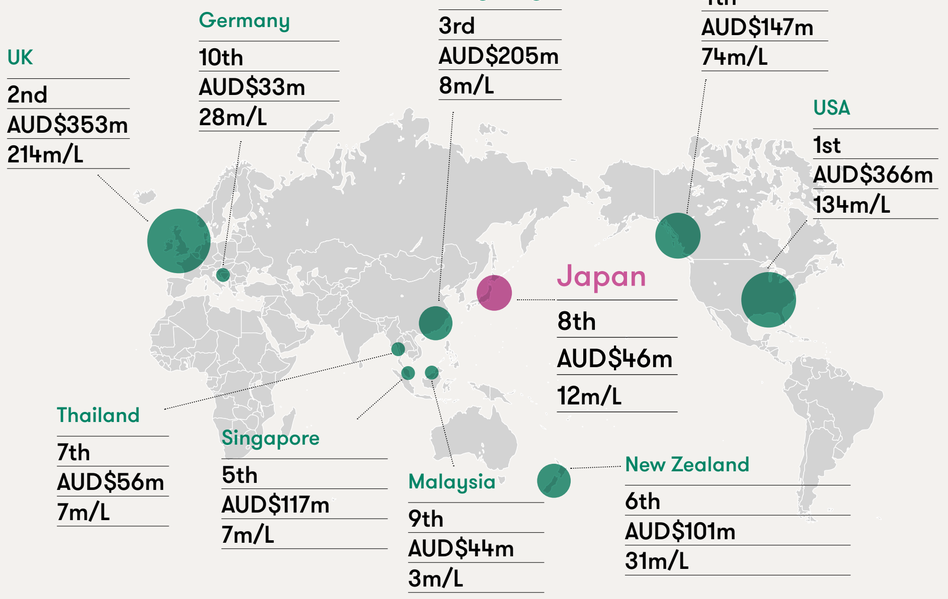
Source: Wine Australia Export Dashboard, year ending September 2023

Australia is one of the few countries to increase in awareness and consumption

Australian wine is known by more than half of wine drinkers and nearly a fifth could recall drinking wines from Australia over the past 6 months.



Top 10 export markets



Source: Wine Australia Export Dashboard, year ending September 2023

Australian wine ranks third in quality perception

Australia has remarkably improved its ranking over the years, and remains 3rd in terms of quality for the second year in a row.

Country	Rank
France	#1
Italy	#2
Australia	#3
California	#4
Argentina	#5

Decanter World Wine Awards 2023 Best In Show Medals

For the first time ever, Australia topped the charts with a record 10 Best in Show medals, representing a fifth of all wines awarded this top accolade internationally.

Total	50
Australia	10
Rank	#1