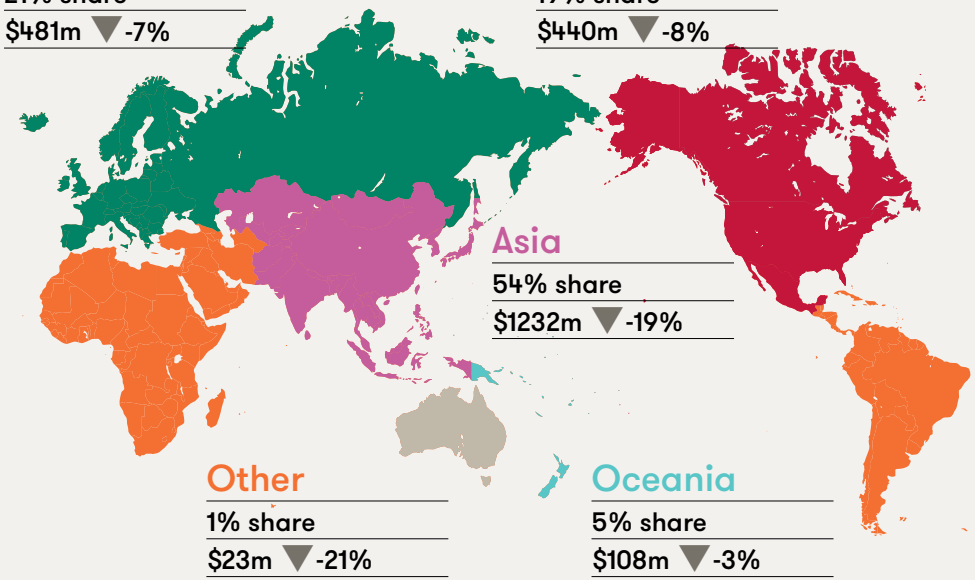
Wine Australia Market Insights

Export Report

1 April 2025 to 31 March 2026

Total value	$2.28b	▼ -14%
Total volume	603m litres	▼ -7%
Average value	$3.79/litre	▼ -7%



Exports by price point (value)

$10.00 +	$1,094m	▼	-17%
$7.50–$9.99	$111m	▼	-15%
$5.00–$7.49	$215m	▼	-6%
$2.50–$4.99	$426m	▼	-19%
< $2.49	$438m	▼	-2%

Top 5 export destinations (value)

Mainland China	$728m	▼	-29%
United Kingdom	$336m	▼	-5%
United States	$251m	▼	-22%
Canada	$188m	▲	24%
Singapore	$122m	▲	17%

Top 5 export varieties (litres)

Shiraz	154m	▼	-13%
Chardonnay	120m	▼	-14%
Cabernet Sauvignon	95m	▼	-3%
Pinot Gris/Grigio	52m	▲	23%
Merlot	37m	▲	1%

59% of wine produced is exported

111 export destinations

1,545 active exporters

20,490 different products exported

15.4 million glasses of Australian wine enjoyed overseas each day