Wine Australia Market Insights

Variety snapshot 2026 - Grenache

Variety	**Grenache**
Colour	**Red**

Plantings

Source: ABS 2015	Grenache	All varieties
Area planted in Australia (hectares)	1,507	135,133
Percentage of total area	1.1%	
Percentage of red varieties	1.7%	

Crush

Source: National Vintage Survey 2026	Grenache	All varieties
Tonnes crushed in 2026	13,550	1,265,671
Percentage of total crush	1.1%	
Percentage of red crush	2.3%	

Top five regions % of total crush	Grenache	All varieties
Barossa Valley	30%	4%
Riverland	24%	31%
McLaren Vale	18%	3%
Langhorne Creek	11%	2%
Murray Darling - Swan Hill VIC	7%	11%
Others	10%	49%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

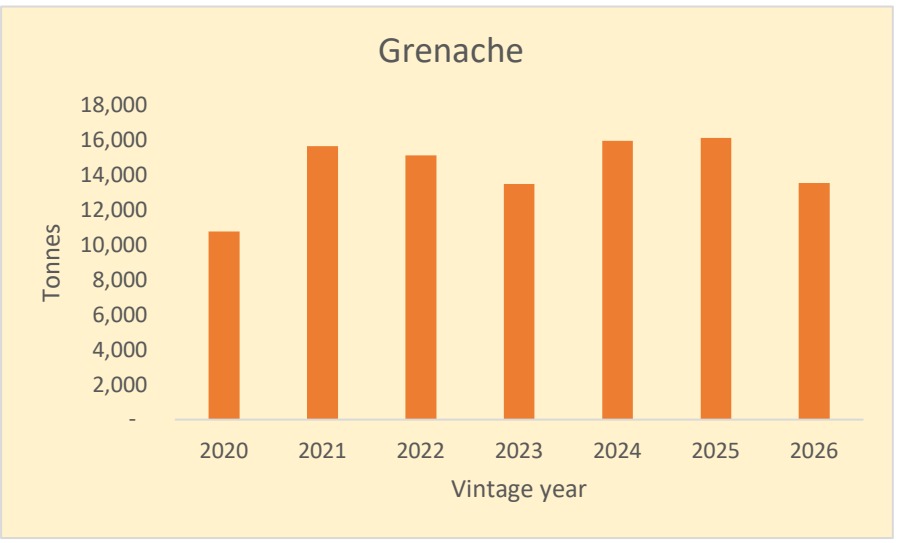
Exports by variety content	Grenache	All varieties
Export volume ('000 litres)	3,155	596,929
Export value ($'000 FOB)	17,531	2,295,383
Share of export volume	0.5%	
Share of export value	0.8%	

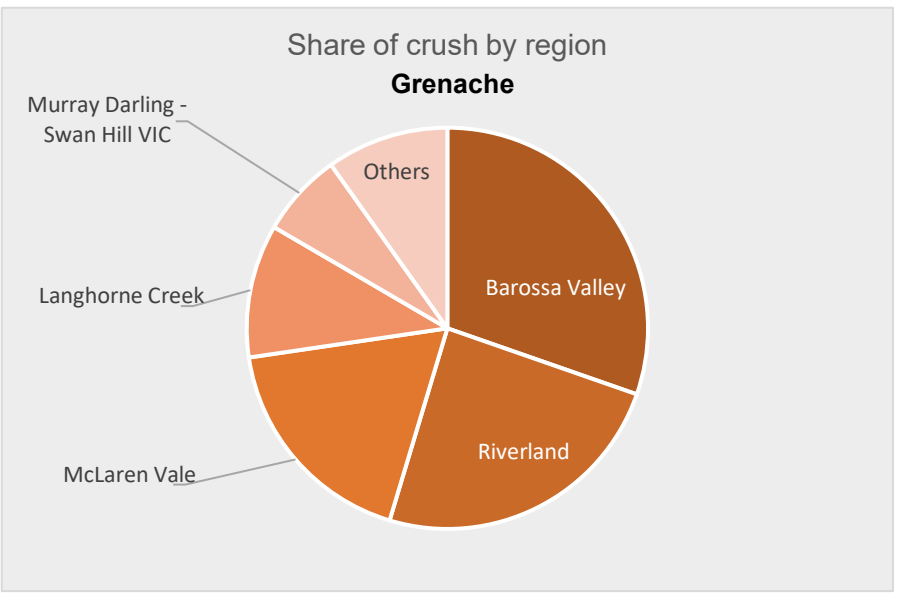
Label claim exports (packaged only)	Grenache and Grenache blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	775	191,153
Change in volume from 2024-25	-17%	-10%
Total export value ($'000 FOB) in 2025-26	14,511	1,837,204
Average value per litre	$18.72	$9.61

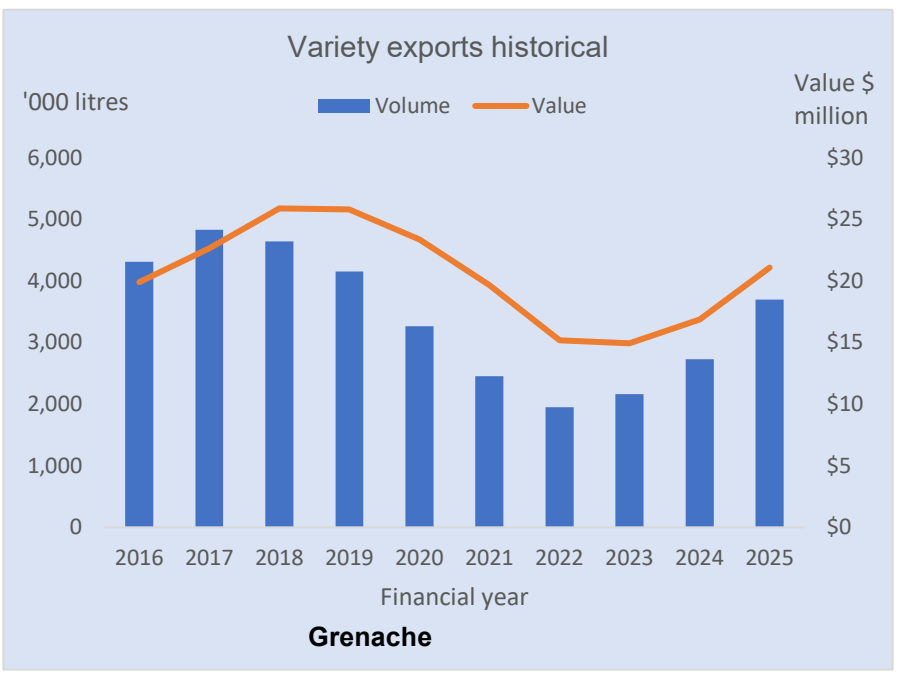
Top five export destinations and share of exports by value	Grenache and Grenache blends	All packaged wine exports
China mainland	20%	39%
Hong Kong	14%	5%
UK	10%	6%
Singapore	8%	7%
Canada	7%	8%
Others	40%	35%

Top five varietal label claims by value with Grenache in the name

- Grenache, Shiraz, Mataro
- Grenache
- Grenache, Shiraz, Mourvèdre
- Grenache, Shiraz
- Grenache, Mataro, Carignan, Counoise, Shiraz









Prepared Aug-2026

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