Wine Australia

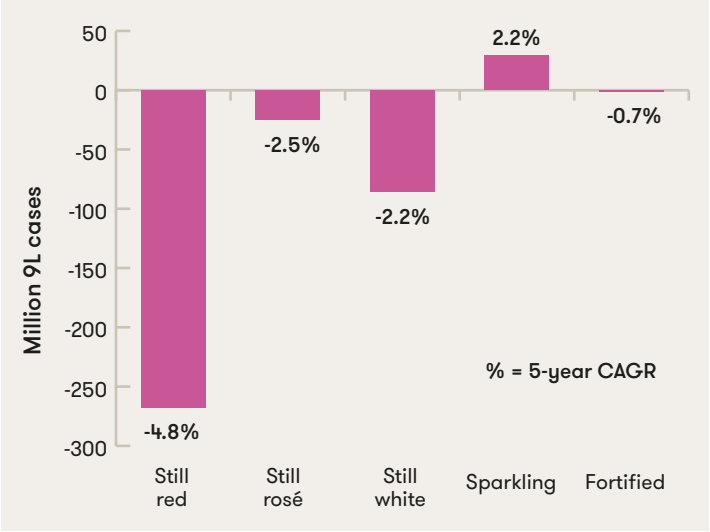
Market Insights

# Key rosé insights 2026

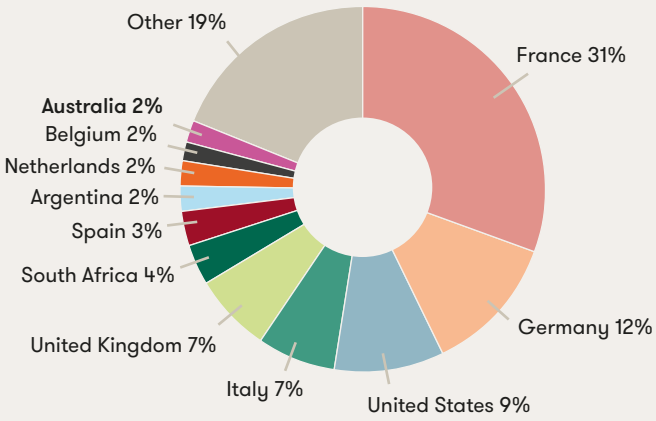
## Rosé wine consumption

Source: IWSR

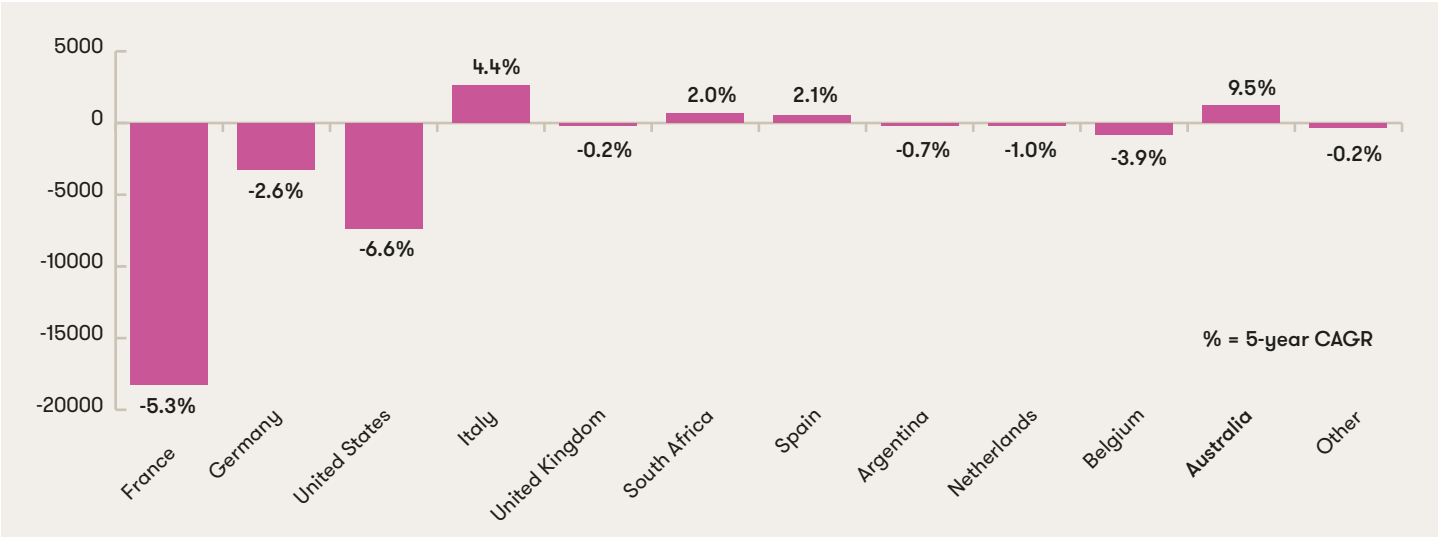
### 2020–25 change in global wine consumption



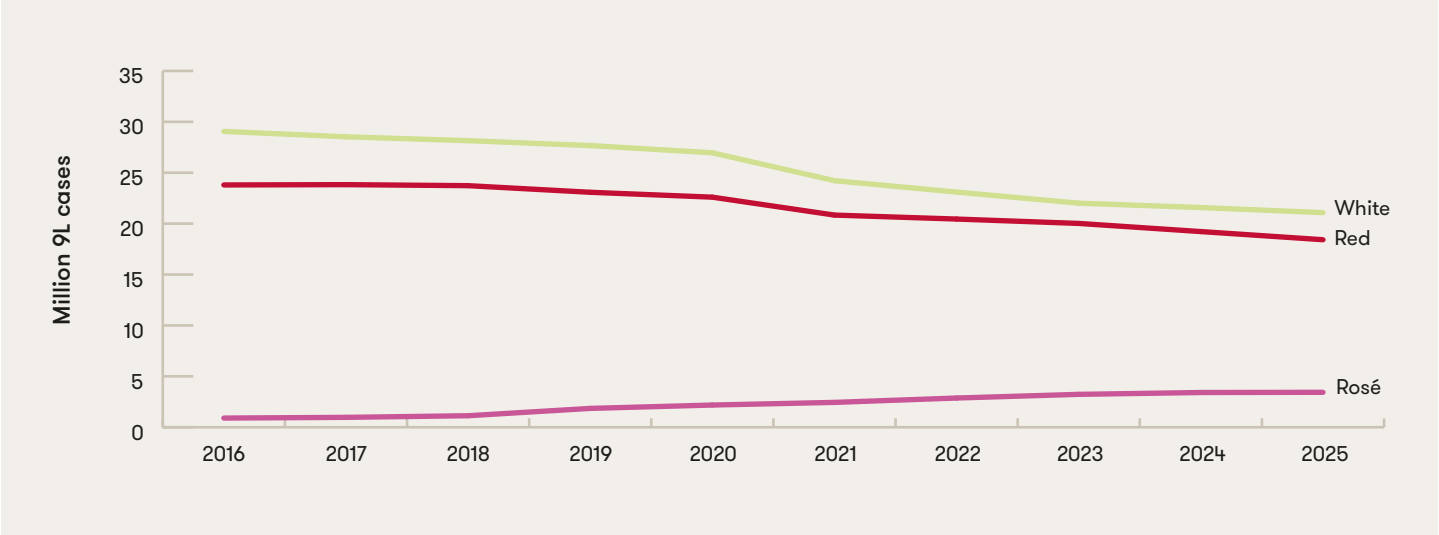

### 2025 still rosé consumption by market




### 2020–25 change in still rosé consumption



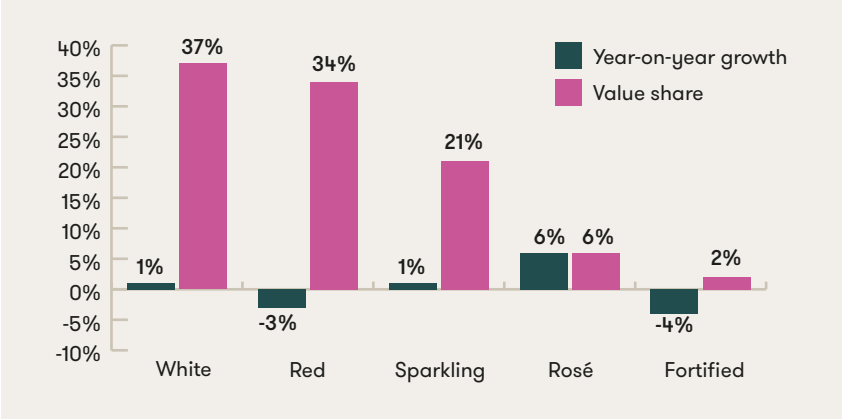

### Still wine consumption in Australia by colour



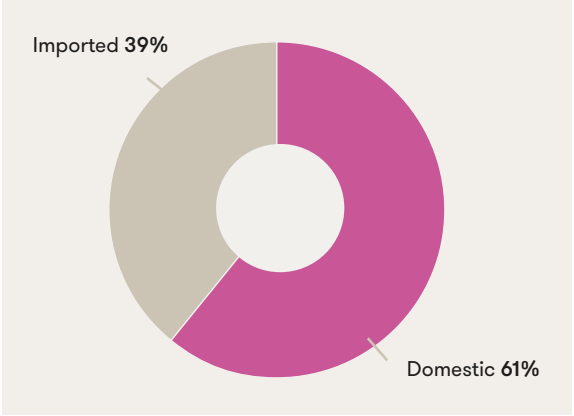
# Australian market

Source: Circana

## Value share and growth by wine style in off-premise




## Volume share of rosé sales in off-premise



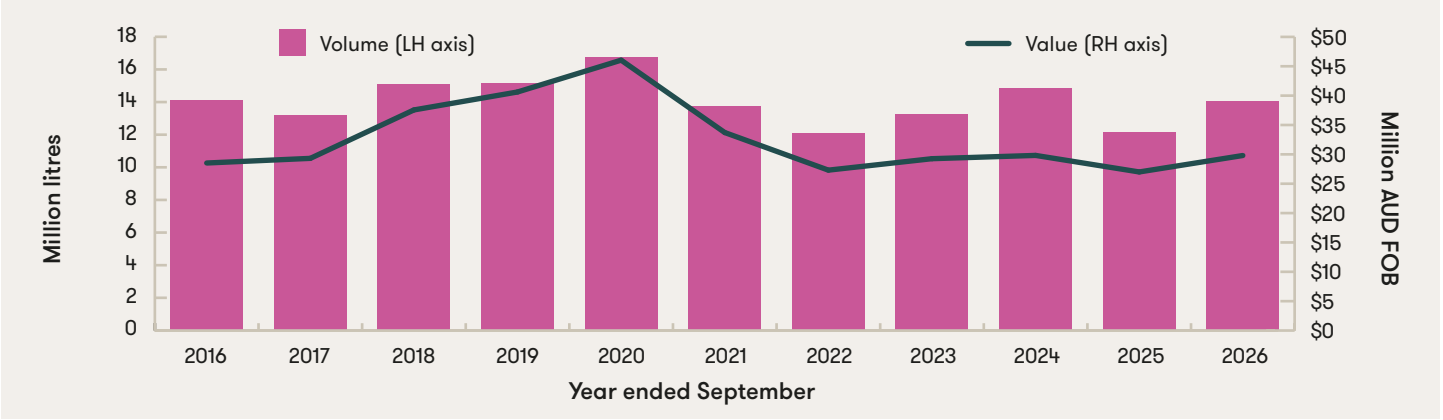

## Share of off-premise rosé sales by price segment




# Australian rosé exports

Source: Wine Australia

## Still rosé export volume and value




## Top markets by value of still rosé exports, year ended September

