Wine Australia Market Insights

Variety snapshot 2026 - Marsanne

Variety	**Marsanne**
Colour	**White**

Plantings

Source: ABS 2015	Marsanne	All varieties
Area planted in Australia (hectares)	163	135,133
Percentage of total area	0.1%	
Percentage of white varieties	0.3%	

Crush

Source: National Vintage Survey 2026	Marsanne	All varieties
Tonnes crushed in 2026	519	1,265,671
Percentage of total crush	0.0%	
Percentage of white crush	0.1%	

Top five regions % of total crush	Marsanne	All varieties
Goulburn Valley	55%	0%
Heathcote	15%	0%
Riverina	13%	19%
McLaren Vale	9%	3%
Barossa Valley	4%	4%
Others	3%	75%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

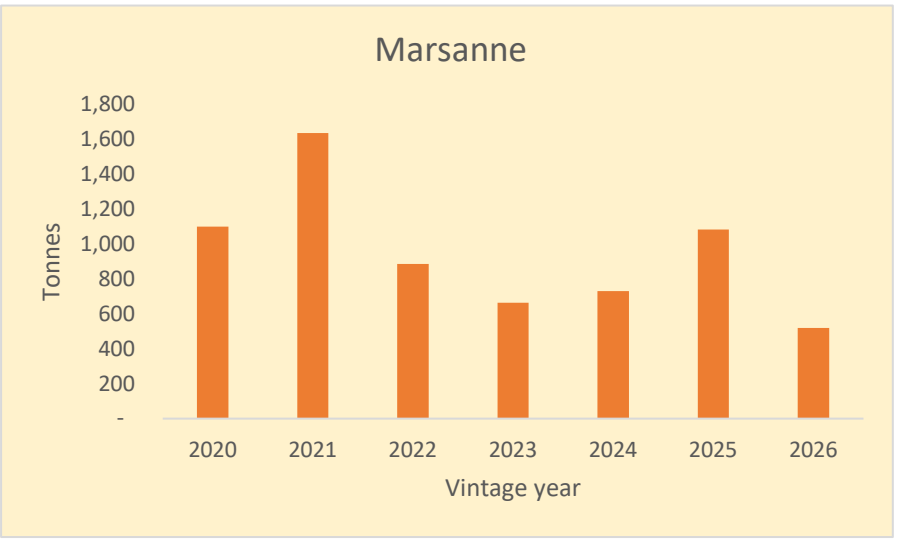
Exports by variety content	Marsanne	All varieties
Export volume ('000 litres)	170	596,929
Export value ($'000 FOB)	1,047	2,295,383
Share of export volume	0.0%	
Share of export value	0.0%	

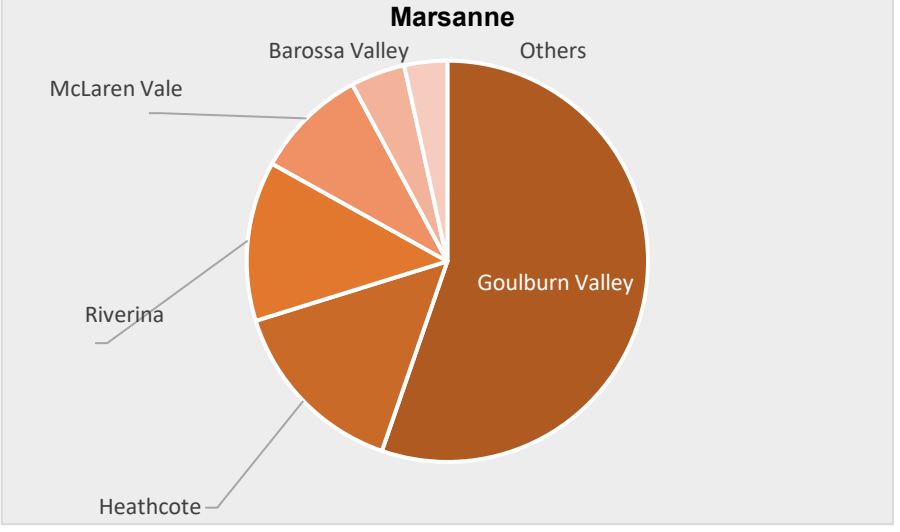
Label claim exports (packaged only)	Marsanne and Marsanne blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	59	191,153
Change in volume from 2024-25	11%	-10%
Total export value ($'000 FOB) in 2025-26	769	1,837,204
Average value per litre	$13.03	$9.61

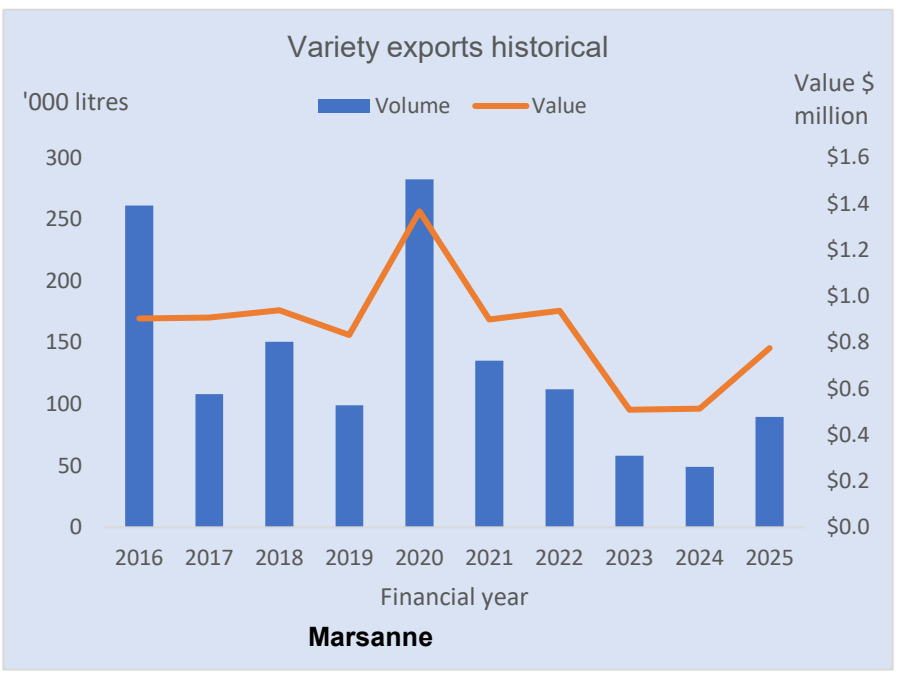
Top five export destinations and share of exports by value	Marsanne and Marsanne blends	All packaged wine exports
China mainland	44%	39%
USA	19%	9%
UK	10%	6%
Sweden	6%	1%
Canada	4%	8%
Others	17%	37%

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

- Marsanne, Roussanne
- Marsanne
- Marsanne, Viognier
- Marsanne, Roussanne, Clairette, Grenache Blanc, Viognier
- Marsanne, Roussanne, Grenache Blanc, Clairette, Viognier









Prepared Aug-2026

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