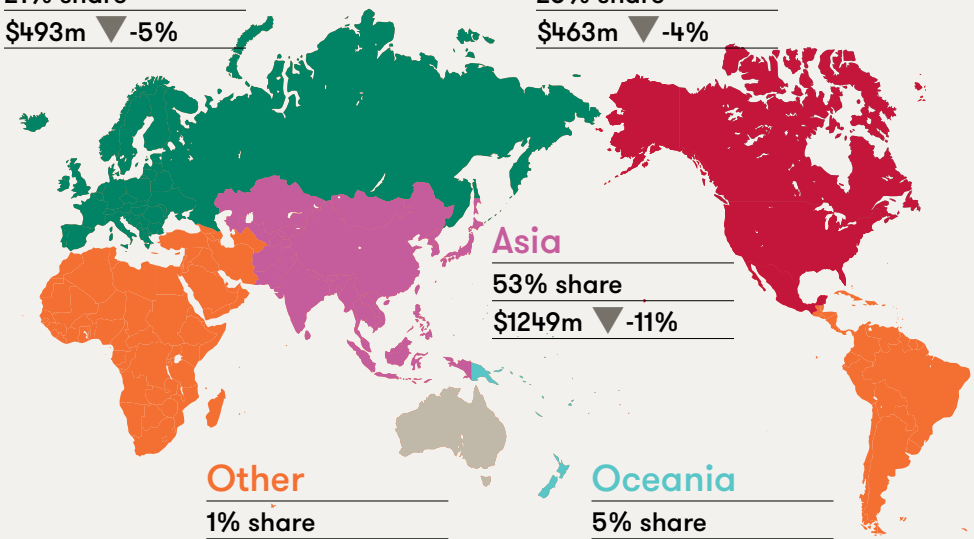
Wine Australia Market Insights

Export Report

1 January 2025 to 31 December 2025

Total value	$2.34b	▼	-8%
Total volume	613m litres	▼	-6%
Average value	$3.81/litre	▼	-3%



Exports by price point (value)

$10.00 +	$1,110m	▼	-9%
$7.50–$9.99	$115m	▼	-10%
$5.00–$7.49	$213m	▼	-6%
$2.50–$4.99	$452m	▼	-14%
< $2.49	$447m	▲	0.3%

Top 5 export destinations (value)

Mainland China	$755m	▼	-17%
United Kingdom	$343m	▼	-3%
United States	$287m	▼	-12%
Canada	$175m	▲	12%
Singapore	$118m	▲	18%

Top 5 export varieties (litres)

Shiraz	156m	▼	-11%
Chardonnay	128m	▼	-6%
Cabernet Sauvignon	96m	▼	-5%
Pinot Gris/Grigio	52m	▲	28%
Merlot	38m	▼	-5%

59% of wine produced is exported

109 export destinations

1,611 active exporters

20,649 different products exported

15.7 million glasses of Australian wine enjoyed overseas each day