Wine Australia Market Insights

Variety snapshot 2026 - Barbera

Variety	**Barbera**
Colour	**Red**

Plantings

Source: ABS 2015	Barbera	All varieties
Area planted in Australia (hectares)	110	135,133
Percentage of total area	0.1%	
Percentage of red varieties	0.1%	

Crush

Source: National Vintage Survey 2026	Barbera	All varieties
Tonnes crushed in 2026	347	1,265,671
Percentage of total crush	0.0%	
Percentage of red crush	0.1%	

Top five regions % of total crush	Barbera	All varieties
Riverina	52%	19%
Adelaide Hills	12%	2%
Yarra Valley	9%	1%
McLaren Vale	7%	3%
Mudgee	5%	0%
Others	15%	76%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

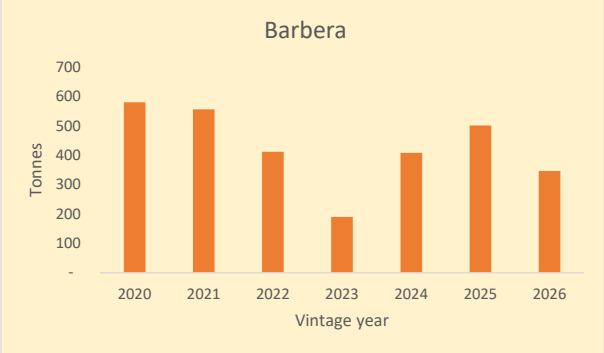
Exports by variety content	Barbera	All varieties
Export volume ('000 litres)	20	596,929
Export value ($'000 FOB)	145	2,295,383
Share of export volume	0.0%	
Share of export value	0.0%	

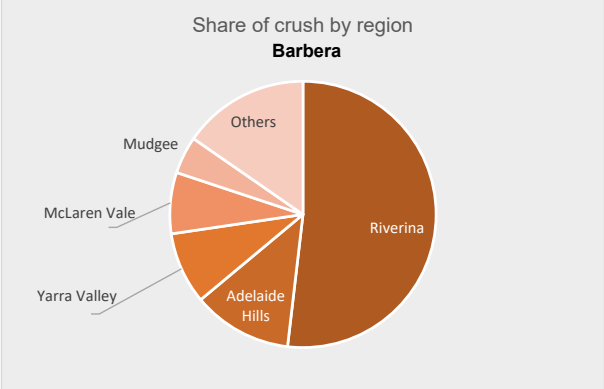
Label claim exports (packaged only)	Barbera and Barbera blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	4	191,153
Change in volume from 2024-25	-7%	-10%
Total export value ($'000 FOB) in 2025-26	63	1,837,204
Average value per litre	$14.01	$9.61

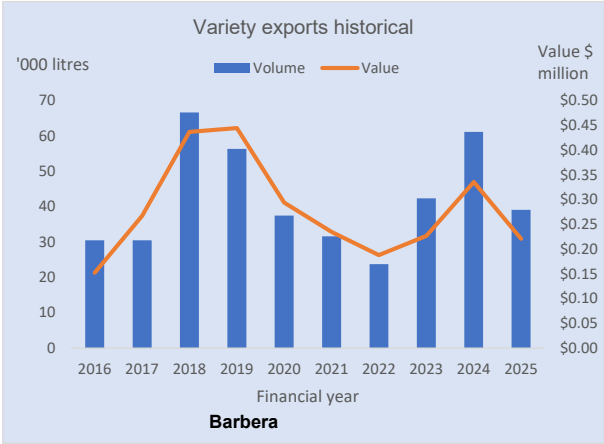
Top five export destinations and share of exports by value	Barbera and Barbera blends	All packaged wine exports
China mainland	31%	39%
South Korea	25%	2%
Japan	25%	3%
USA	9%	9%
Netherlands	5%	1%
Others	6%	47%

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

- Barbera









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