Wine Australia Market Insights

Variety snapshot 2026 - Tempranillo

Variety	**Tempranillo**
Colour	**Red**

Plantings

Source: ABS 2015	Tempranillo	All varieties
Area planted in Australia (hectares)	736	135,133
Percentage of total area	0.5%	
Percentage of red varieties	0.8%	

Crush

Source: National Vintage Survey 2026	Tempranillo	All varieties
Tonnes crushed in 2026	3,284	1,265,671
Percentage of total crush	0.3%	
Percentage of red crush	0.6%	

Top five regions % of total crush	Tempranillo	All varieties
Riverland	31%	31%
Riverina	19%	19%
McLaren Vale	9%	3%
Barossa Valley	7%	4%
Murray Darling - Swan Hill NSW	4%	10%
Others	30%	34%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

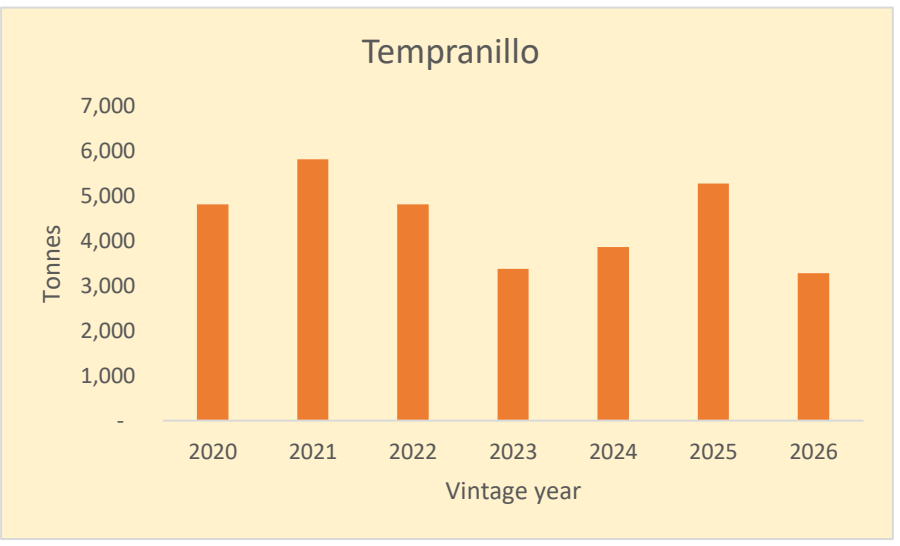
Exports by variety content	Tempranillo	All varieties
Export volume ('000 litres)	796	596,929
Export value ($'000 FOB)	1,803	2,295,383
Share of export volume	0.1%	
Share of export value	0.1%	

Label claim exports (packaged only)	Tempranillo and Tempranillo blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	95	191,153
Change in volume from 2024-25	-26%	-10%
Total export value ($'000 FOB) in 2025-26	695	1,837,204
Average value per litre	$7.31	$9.61

Top five export destinations and share of exports by value	Tempranillo and Tempranillo blends	All packaged wine exports
New Zealand	47%	5%
China mainland	11%	39%
Canada	9%	8%
UK	7%	6%
USA	4%	9%
Others	22%	33%

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

- Tempranillo
- Tempranillo, Grenache
- Tempranillo, Lagrein
- Tempranillo, Garnacha, Graciano
- Tempranillo, Touriga







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