Wine Australia Market Insights

Variety snapshot 2026 - Sangiovese

Variety	**Sangiovese**
Colour	**Red**

Plantings

Source: ABS 2015	Sangiovese	All varieties
Area planted in Australia (hectares)	438	135,133
Percentage of total area	0.3%	
Percentage of red varieties	0.5%	

Crush

Source: National Vintage Survey 2026	Sangiovese	All varieties
Tonnes crushed in 2026	4,274	1,265,671
Percentage of total crush	0.3%	
Percentage of red crush	0.7%	

Top five regions % of total crush	Sangiovese	All varieties
King Valley	18%	2%
Riverland	17%	31%
McLaren Vale	13%	3%
Riverina	11%	19%
Barossa Valley	6%	4%
Others	35%	43%

Exports

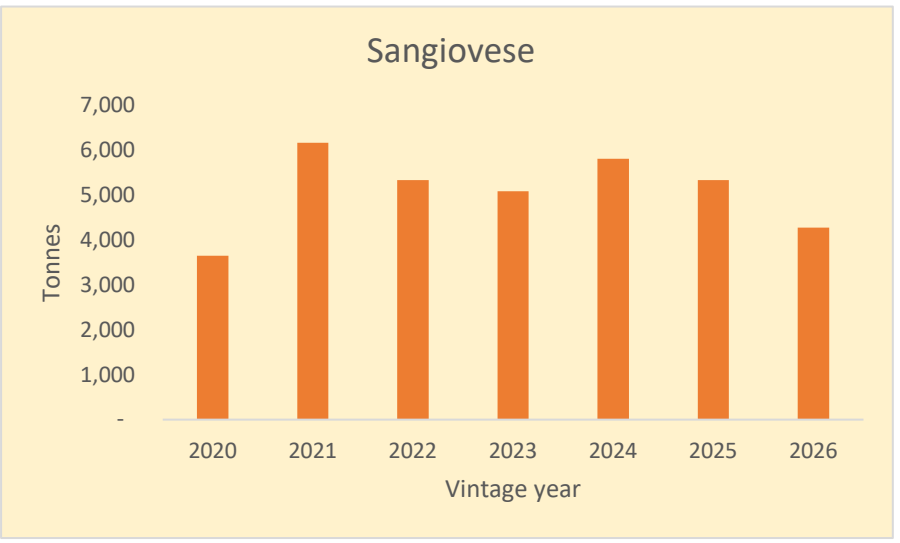
Source: Wine Australia Wine Export Approval System 2025-26

Exports by variety content	Sangiovese	All varieties
Export volume ('000 litres)	590	596,929
Export value ($'000 FOB)	2,136	2,295,383
Share of export volume	0.1%	
Share of export value	0.1%	

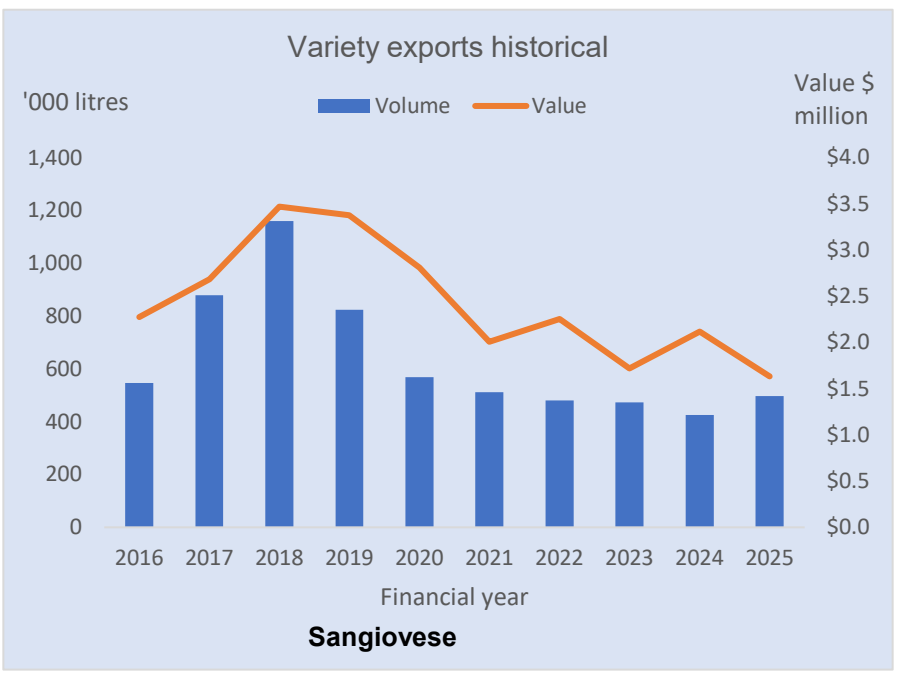
Label claim exports (packaged only)	Sangiovese and Sangiovese blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	82	191,153
Change in volume from 2024-25	32%	-10%
Total export value ($'000 FOB) in 2025-26	802	1,837,204
Average value per litre	$9.77	$9.61

Top five export destinations and share of exports by value	Sangiovese and Sangiovese blends	All packaged wine exports
China mainland	18%	39%
USA	17%	9%
New Zealand	13%	5%
UK	11%	6%
Canada	8%	8%
Others	34%	33%

Top five varietal label claims by value with Sangiovese in the name
Sangiovese
Sangiovese, Cabernet Sauvignon
Sangiovese, Cabernet Franc
Sangiovese, Merlot, Shiraz
Sangiovese, Grenache







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