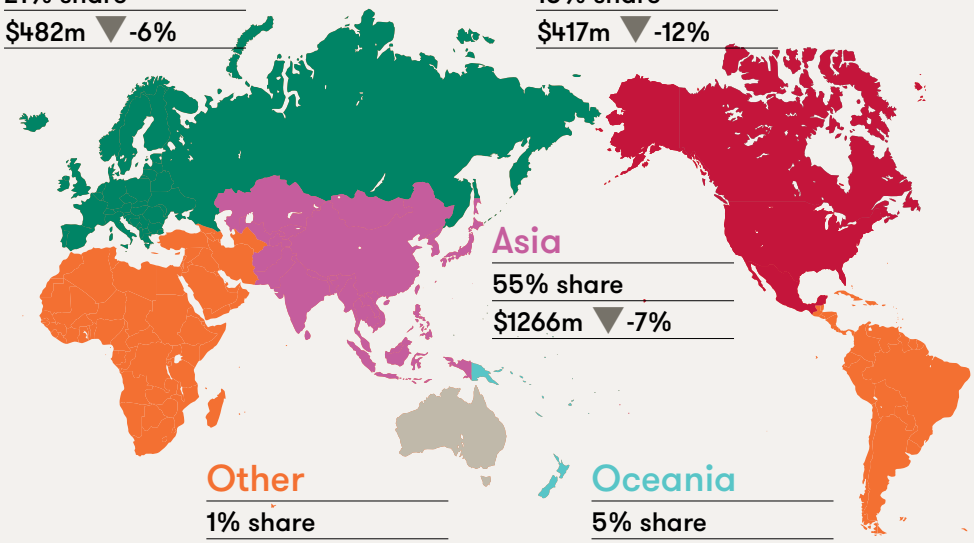
Wine Australia

Market Insights

Export Report

1 July 2025 to 30 June 2026

Total value	$2.30b	▼	-7%
Total volume	598m litres	▼	-6%
Average value	$3.84/litre	▼	-1%



Exports by price point (value)

$10.00 +	$1,137m	▼	-3%
$7.50–$9.99	$106m	▼	-14%
$5.00–$7.49	$213m	▼	-8%
$2.50–$4.99	$408m	▼	-20%
< $2.49	$434m	▼	-4%

Top 5 export destinations (value)

Mainland China	$756m	▼	-15%
United Kingdom	$340m	▼	-3%
United States	$229m	▼	-27%
Canada	$188m	▲	20%
Singapore	$125m	▲	11%

Top 5 export varieties (litres)

Shiraz	155m	▼	-8%
Chardonnay	122m	▼	-12%
Cabernet Sauvignon	94m	▼	-4%
Pinot Gris/Grigio	51m	▲	16%
Merlot	35m	▼	-13%

59% of wine produced is exported

111 export destinations

1,437 active exporters

19,964 different products exported

15.3 million glasses of Australian wine enjoyed overseas each day