Wine Australia Market Insights

Variety snapshot 2026 - Semillon

Variety	**Semillon**
Colour	**White**

Plantings

Source: ABS 2015	Semillon	All varieties
Area planted in Australia (hectares)	4,569	135,133
Percentage of total area	3.4%	
Percentage of white varieties	9.4%	

Crush

Source: National Vintage Survey 2026	Semillon	All varieties
Tonnes crushed in 2026	34,641	1,265,671
Percentage of total crush	2.7%	
Percentage of white crush	5.2%	

Top five regions % of total crush	Semillon	All varieties
Riverina	42%	19%
Riverland	24%	31%
Murray Darling - Swan Hill VIC	15%	11%
Margaret River	5%	2%
Murray Darling - Swan Hill NSW	5%	10%
Others	9%	28%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

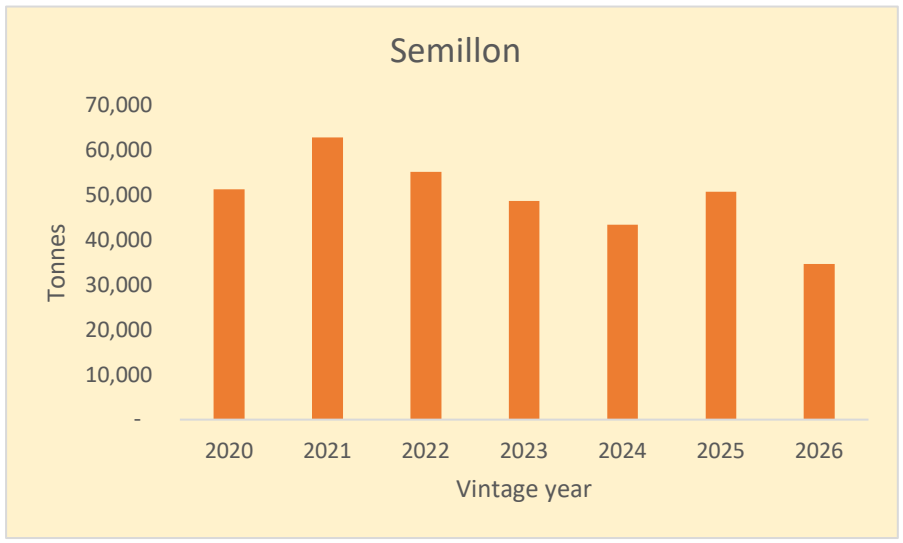
Exports by variety content	Semillon	All varieties
Export volume ('000 litres)	5,549	596,929
Export value ($'000 FOB)	13,623	2,295,383
Share of export volume	0.9%	
Share of export value	0.6%	

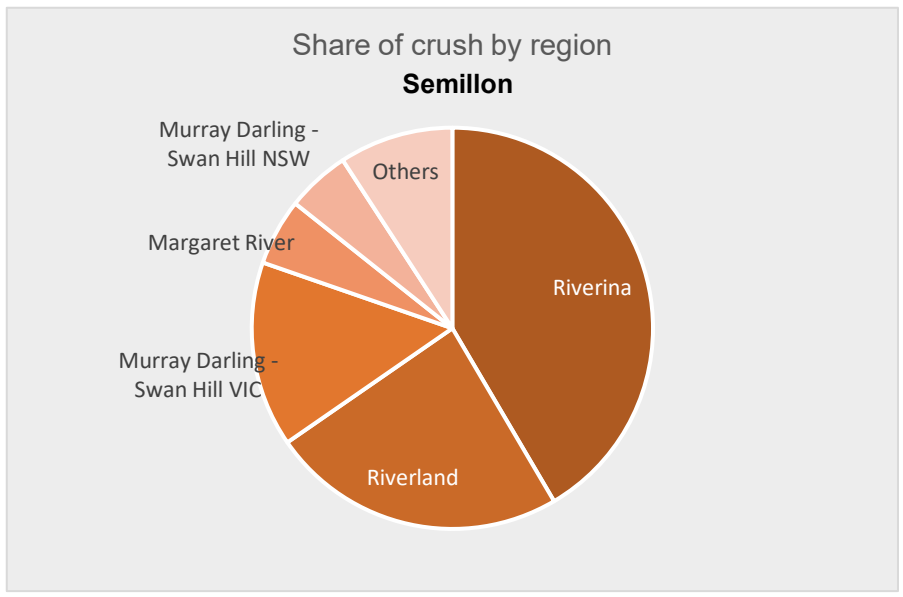
Label claim exports (packaged only)	Semillon and Semillon blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	1,335	191,153
Change in volume from 2024-25	7%	-10%
Total export value ($'000 FOB) in 2025-26	7,856	1,837,204
Average value per litre	$5.89	$9.26

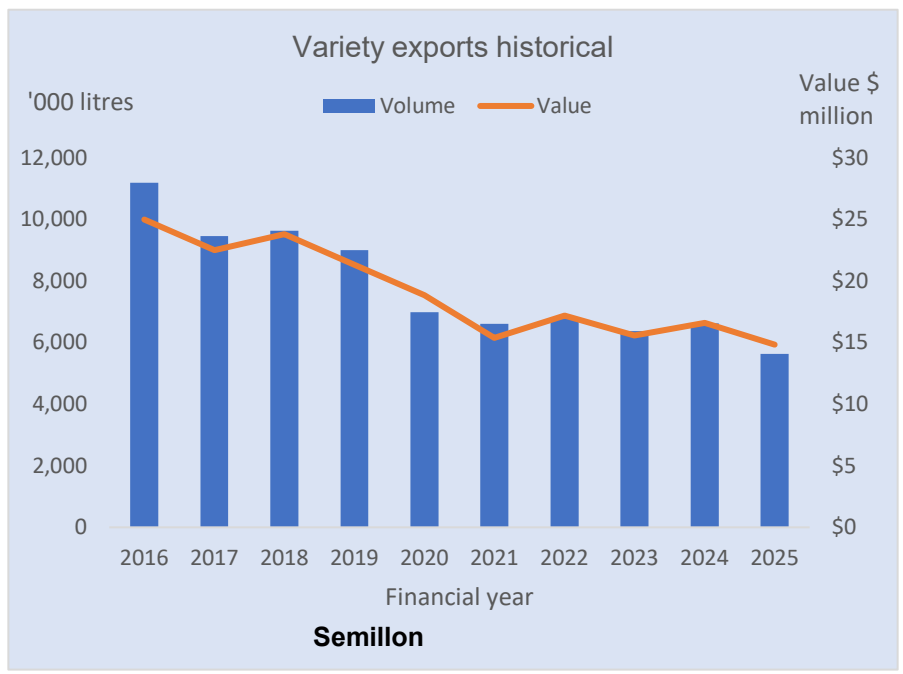
Top five export destinations and share of exports by value	Semillon and Semillon blends	All packaged wine exports
UK	21%	6%
Japan	20%	3%
Canada	13%	8%
China mainland	11%	39%
USA	5%	9%
Others	30%	35%

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

- Semillon
- Semillon, Sauvignon Blanc
- Semillon, Chardonnay
- Semillon, White Frontignac, Traminer, Pinot Grigio
- Semillon, Riesling









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