Wine Australia Market Insights

Variety snapshot 2026 - Shiraz

Variety	**Shiraz**
Colour	**Red**

Plantings

Source: ABS 2015	Shiraz	All varieties
Area planted in Australia (hectares)	39,893	135,133
Percentage of total area	29.5%	
Percentage of red varieties	46.0%	

Crush

Source: National Vintage Survey 2026	Shiraz	All varieties
Tonnes crushed in 2026	234,377	1,265,671
Percentage of total crush	18.5%	
Percentage of red crush	39.3%	

Top five regions % of total crush	Shiraz	All varieties
Riverland	28%	31%
Riverina	15%	19%
Barossa Valley	12%	4%
Murray Darling - Swan Hill VIC	10%	11%
McLaren Vale	7%	3%
Others	28%	33%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

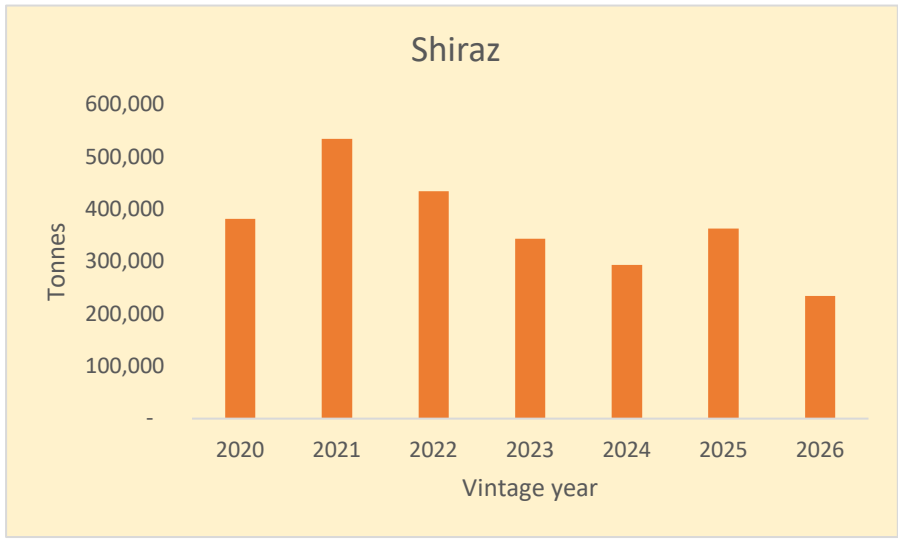
Exports by variety content	Shiraz	All varieties
Export volume ('000 litres)	154,669	596,929
Export value ($'000 FOB)	781,361	2,295,383
Share of export volume	25.9%	
Share of export value	34.0%	

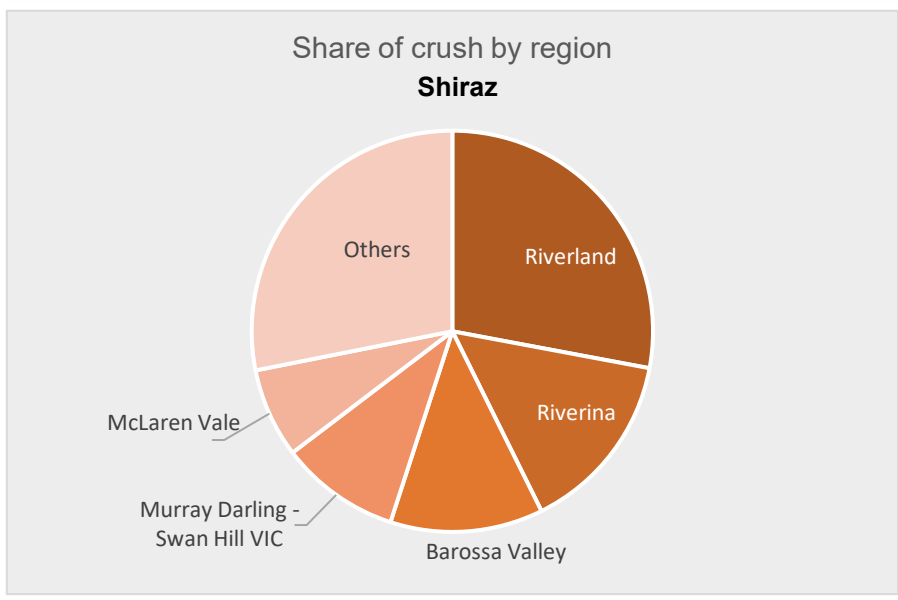
Label claim exports (packaged only)	Shiraz and Shiraz blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	53,986	191,153
Change in volume from 2024-25	-16%	-10%
Total export value ($'000 FOB) in 2025-26	581,358	1,837,204
Average value per litre	$10.77	$9.61

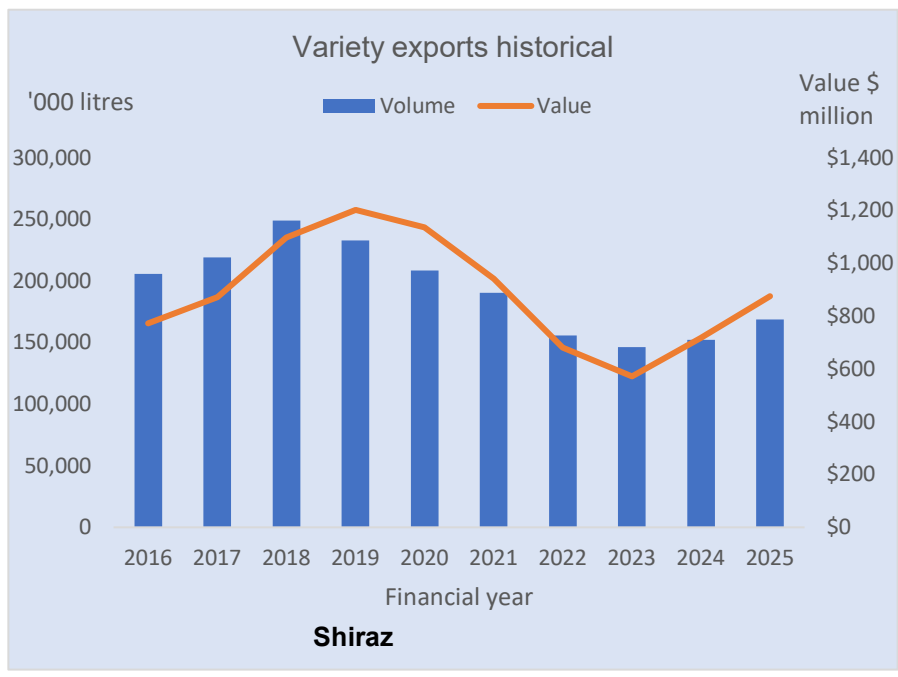
Top five export destinations and share of exports by value	Shiraz and Shiraz blends	All packaged wine exports
China mainland	38%	39%
Canada	8%	8%
Singapore	8%	7%
Hong Kong	7%	5%
UK	7%	6%
Others	32%	35%

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

- Shiraz
- Shiraz, Cabernet
- Shiraz, Cabernet Sauvignon
- Shiraz, Mataro
- Shiraz, Grenache, Mataro









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