Wine Australia Market Insights

Variety snapshot 2026 - Petit Verdot

Variety	**Petit Verdot**
Colour	**Red**

Plantings

Source: ABS 2015	Petit Verdot	All varieties
Area planted in Australia (hectares)	1,120	135,133
Percentage of total area	0.8%	
Percentage of red varieties	1.3%	

Crush

Source: National Vintage Survey 2026	Petit Verdot	All varieties
Tonnes crushed in 2026	10,557	1,265,671
Percentage of total crush	0.8%	
Percentage of red crush	1.8%	

Top five regions % of total crush	Petit Verdot	All varieties
Riverland	77%	31%
Riverina	16%	19%
Coonawarra	2%	3%
Murray Darling - Swan Hill VIC	2%	11%
McLaren Vale	1%	3%
Others	2%	34%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

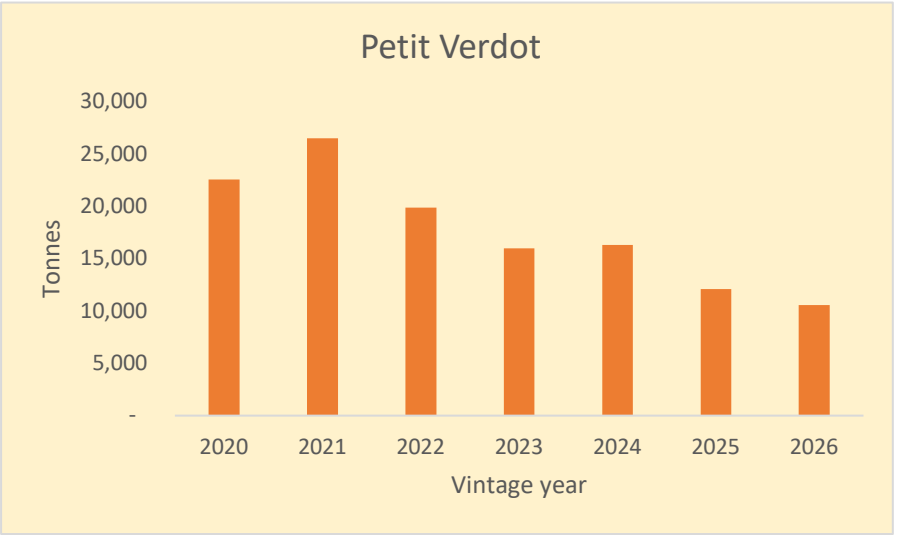
Exports by variety content	Petit Verdot	All varieties
Export volume ('000 litres)	5,186	596,929
Export value ($'000 FOB)	6,037	2,295,383
Share of export volume	0.9%	
Share of export value	0.3%	

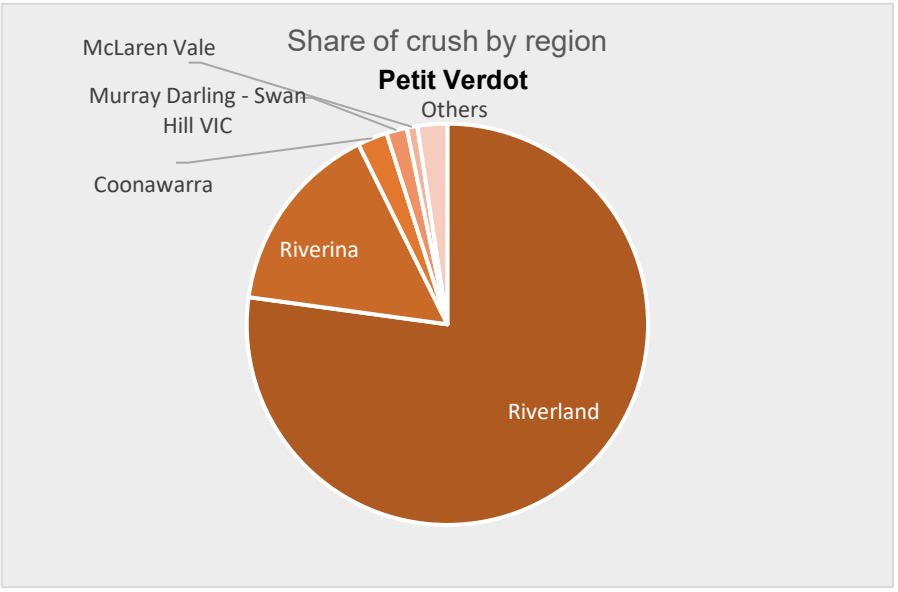
Label claim exports (packaged only)	Petit Verdot and Petit Verdot blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	84	191,153
Change in volume from 2024-25	-28%	-10%
Total export value ($'000 FOB) in 2025-26	789	1,837,204
Average value per litre	$9.40	$9.61

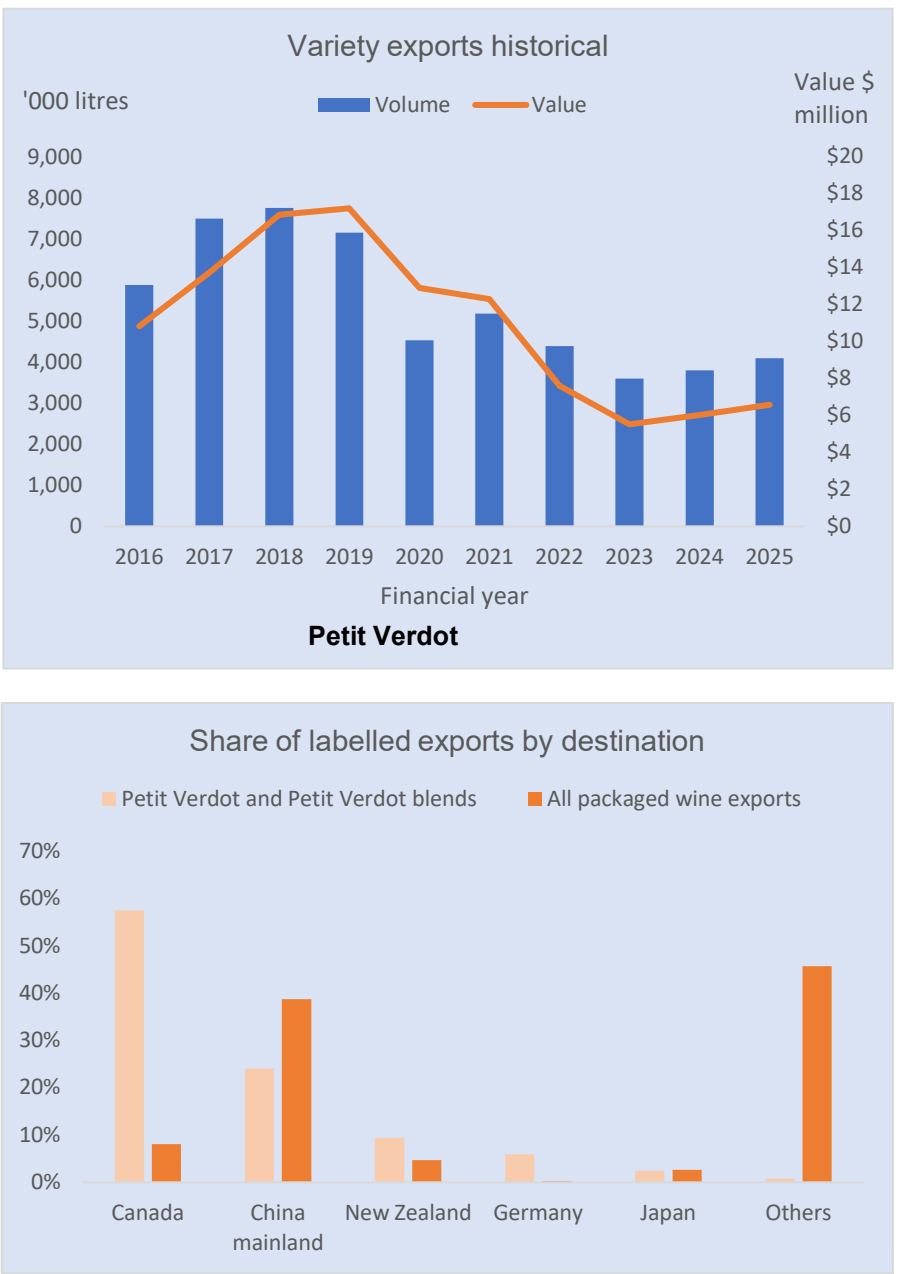
Top five export destinations and share of exports by value	Petit Verdot and Petit Verdot blends	All packaged wine exports
Canada	57%	8%
China mainland	24%	39%
New Zealand	9%	5%
Germany	6%	0%
Japan	2%	3%
Others	1%	46%

Top five varietal label claims by value with Petit Verdot in the name

- Petit Verdot
- Petit Verdot, Shiraz
- Petit Verdot, Merlot, Malbec, Cabernet Sauvignon
- Petit Verdot, Cabernet Sauvignon, Merlot, Saperavi







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