

Wine
Australia
providing
insights on
Australian
Wine

Export Report
Moving Annual Total (MAT)
To March 2019

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Summary Report

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Executive summary

- Value and average value continue to increase at sustainable rates.
- Overall volume declines influenced by lower Australian supply and increasing competitive pressure.
- Volume decline driven by shipments below an average value of \$2.50 per litre.
- Record volume of exports above \$10 per litre.
- Value growth continues in China, the United Kingdom and Canada.

Commentary

Overview

In the year ended March 2019, Australian wine exports increased 5 per cent in value free on board (FOB) to \$2.78 billion and decreased in volume 3 per cent to 814 million litres (90 million 9-litre case equivalents). The volume decline was driven by a decrease of 8 per cent in shipments below an average value of \$2.50 per litre. This resulted in a 9 per cent increase in the overall average value of exported wine to \$3.41 per litre, the highest level since 2009.

Packaged and unpackaged wine

Wine exported in glass bottles increased in value 3 per cent to \$2.22 billion and decreased in volume 5 per cent to 355 million litres (39 million 9-litre case equivalents). The combination of the increased value and lower volume means the average value of bottled wine increased 9 per cent to \$6.24 per litre, a near record value.

Other packaging formats include soft pack, which increased 12 per cent in value to \$15 million and 9 per cent in volume to 7.7 million litres, and other alternative packaging, which decreased in value 2 per cent to \$6.2 million and 10 per cent in volume to 964 thousand litres.

Shipments of unpackaged wine increased in value 11 per cent to \$541 million and decreased in volume by 2 per cent to 450 million litres (50 9-litre case equivalents). The average value of unpackaged wine exports increased 14 per cent to \$1.20.

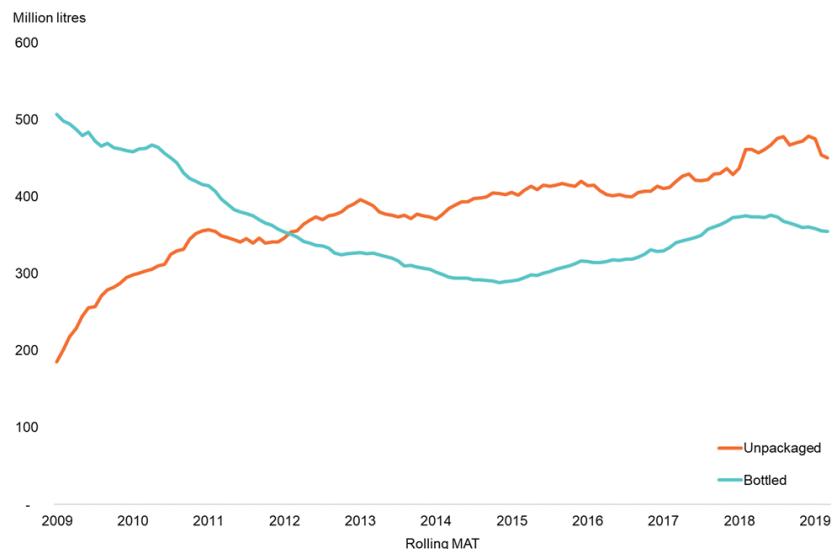
The decline in overall exported volume is due to a combination of factors:

- Australia's 2018 vintage was smaller than the record-breaking 2017 vintage, meaning there is relatively less supply available for shipping overseas
- international supply pressures have eased with a larger 2018 global vintage, increasing competition in the market, and
- premiumisation in established wine markets around the world is pushing down volume and increasing value.

Australian wine supply is expected to remain constricted in the short-term, with much of the 2018 vintage yet to hit market and the expectation that the 2019 vintage will be smaller again.

Also contributing to the decline in bottled shipments is the well-established trend for larger wine exporters to move towards bottling their wine overseas, rather than in Australia (see Figure 1). This shift is amplified when the Australian dollar is strong in comparison to other global currencies, but environmental factors are also at play; shipping in bulk containers is proven to leave a smaller carbon footprint.

Figure 1: Bottled versus unpackaged exports over time



Commentary (continued)

Exporter performance

There were 2603 active exporters in the year ended March 2019, a 16 per cent increase from the previous year. During the period, 1786 companies either started exporting or increased the value of their exports, contributing \$374 million to the growth in overall value. This growth was partially offset by 1328 exporters whose export value decreased or ceased shipment altogether; their exports declined by \$246 million.

Volume and value growth rates by exporter size illustrate largely positive performances (see Figure 2). While volume decreased by 4 per cent for the largest exporters, all other exporter size segments showed healthy growth rates in both volume and value, with the smallest exporters exhibiting the strongest growth. The largest exporters make up 2 per cent of the number of exporters but contribute 87 per cent of total volume of exported wine, while the smallest exporters make up 89 per cent of exporters but only 5 per cent of the volume.

Figure 2: Export growth rates by exporter size

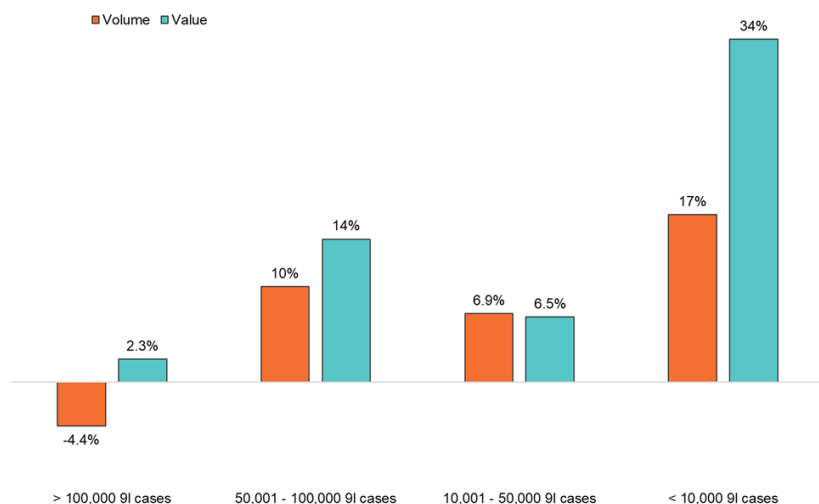


Figure 3: Share of exporters and total volume by exporter size

Volume exported in MAT March 2019	# of exporters	Share of exporters	Million cases exported	Share of total export volume
> 100,000 9l cases	54	2%	79	87%
50,001 - 100,000 9l cases	41	2%	2.9	3%
10,001 - 50,000 9l cases	199	8%	4.2	5%
< 10,000 9l cases	2309	89%	4.7	5%
Total	2603	100%	90	100%

Price segments

In the year ended March 2019, there was robust growth in most price segments (see Figure 4). Exports with an average value of \$10 per litre and above increased 14 per cent in value to \$888 million and 19 per cent in volume to 40 million litres, a record volume. Reflecting the global premiumisation trend, exports below \$5 per litre decreased 2 per cent in value to \$1.36 million and 6 per cent in volume to 692 million litres.

Figure 4: Exports by price segment (million AUD FOB)

Price segment (A\$/litre)	MAT March 2019	Value change	Growth rate
\$2.49 and under	\$527	-\$21	-4%
\$2.50 to \$4.99	\$829	\$0.2	0.0%
\$5.00 to \$7.49	\$371	\$31	9%
\$7.50 to \$9.99	\$164	\$10	6%
\$10.00 to \$14.99	\$242	\$44	22%
\$15.00 to \$19.99	\$74	\$0.8	1%
\$20.00 to \$29.99	\$224	\$76	51%
\$30.00 to \$49.99	\$104	\$8.0	8%
\$50.00 to \$99.99	\$163	-\$30	-16%
\$100.00 to \$199.99	\$35	\$16	86%
\$200.00 +	\$45	-\$6.4	-12%
Total value	\$2,779	\$128	5%

Commentary (continued)

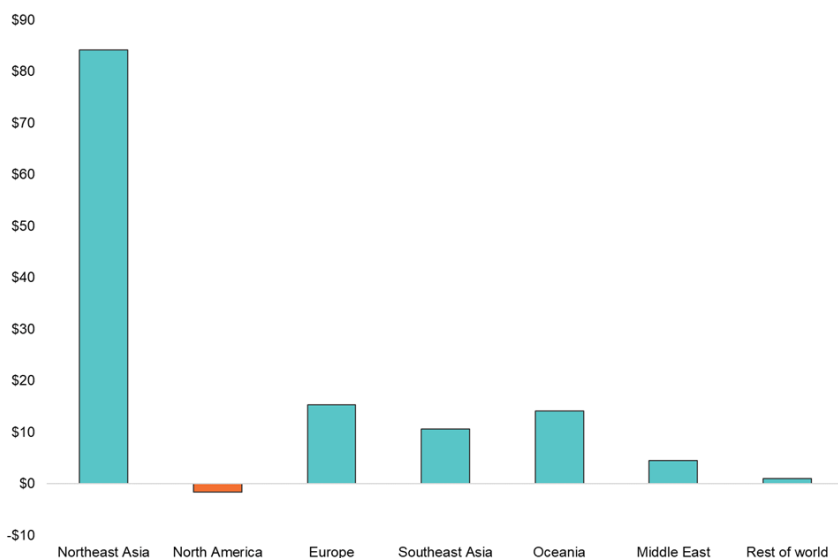
Destinations

As illustrated in Figure 5, nearly all destinations imported more Australian wine in the year ended March 2019 than the previous period. North America is still the exception, with excellent growth in exports to Canada unable to outweigh the decline in exports to the United States of America (USA).

The regions in growth are:

- Northeast Asia, 8 per cent to \$1.2 billion
- Europe, 3 per cent to \$612 million
- Southeast Asia, 7 per cent to \$170 million
- Oceania, 15 per cent to \$107 million, and
- the Middle East, 16 per cent to \$32 million.

Figure 5: Value change by region (million AUD FOB)



China

Australian wine exports to China (including Hong Kong and Macau) increased 7 per cent in value to \$1.11 billion and decreased 14 per cent in volume to 154 million litres (17 million 9-litre case equivalents) in the year ended March 2019.

Mainland China

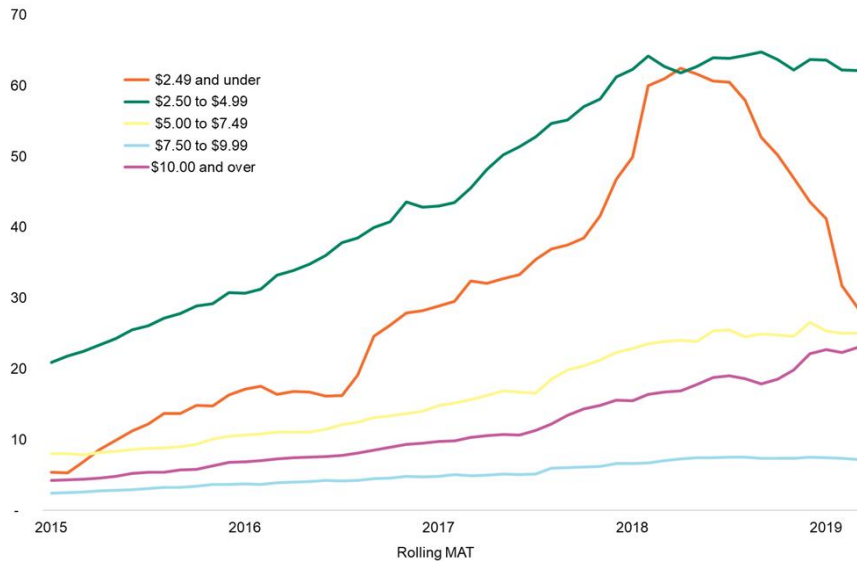
Exports to mainland China increased 7 per cent in value to \$997 million and decreased 15 per cent in volume to 146 million litres (16 million 9-litre case equivalents). As depicted in Figures 6 and 7, this volume decrease is due to a decline in shipments below \$2.50 per litre. Shipments with an average value of \$10 and above increased 21 per cent to \$518 million. The decline at the bottom of the price spectrum and growth at the top has resulted in a 26 per cent increase in the average value of wine shipped to mainland China to \$6.83 per litre.

Figure 6: Exports to mainland China by price segment (million AUD FOB)

Price segment (A\$/litre)	MAT March 2019	Value change	Growth rate
\$2.49 and under	\$43	-\$38.5	-47%
\$2.50 to \$4.99	\$226	\$4	2%
\$5.00 to \$7.49	\$147	\$9	7%
\$7.50 to \$9.99	\$62	\$0.5	1%
\$10.00 to \$14.99	\$130	\$45	53%
\$15.00 to \$19.99	\$38	\$4.7	14%
\$20.00 to \$29.99	\$158	\$65	71%
\$30.00 to \$49.99	\$60	\$3.1	5%
\$50.00 to \$99.99	\$94	-\$32	-25%
\$100.00 to \$199.99	\$16.2	\$7.2	79%
\$200.00 +	\$23	-\$3.3	-13%
Total value	\$997	\$65	7%

Commentary (continued)

Figure 7: Exports to mainland China by price segment (million litres)



Although China's economy has recently slowed, the International Monetary Fund (IMF) has upgraded its 2019 growth forecast to 6.3 per cent due to ramping up of fiscal stimulus by the Chinese government and a more positive outlook for trade conditions. While 6.3 per cent is low for China, considering recent history, comparing this with the growth rate of Australia's economy (0.2 per cent in 2018) and the USA economy (2.9 per cent), puts this level of growth into perspective.

In addition, according to Westpac's 2019 Australia–China Business Sentiment Survey, 72 per cent of businesses surveyed expressed an optimistic outlook for the next 12-month period, and 79 per cent forecasted profitability during that period, compared with 63 per cent in 2018.

While overall wine imports into China declined 5 per cent in the year ended February 2019 (Global Trade Atlas), Australia has a 29 per cent share of the imported wine market – up from 26 per cent a year ago – and is outperforming the other major source countries of bottled wine imports.

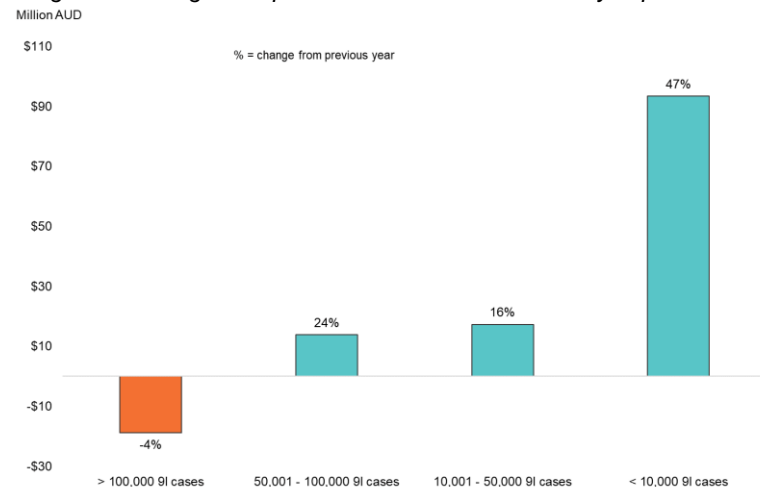
David Lucas, Wine Australia's Regional General Manager North Asia, said 'The market remains robust for Australian wine, especially those priced at more than \$10 per litre FOB. Although import clearance statistics from Global Trade Atlas indicate some softness in the mainland China market, there has been improvement in per litre prices for almost all exporting countries. The import statistics seem to indicate a decline for "old world" bottled wines, the drivers for which we are trying to better understand.

'We are aware of ongoing changes in supply chain management by several entities, which will mean that future Australian export data cannot be used as a proxy for consumer demand.

'There has been some recent improvement in the prices achieved for bulk wine that is encouraging. Red wine's dominance (96 per cent of all of Australia's exports) continues, with Shiraz and Shiraz blends being a standout.'

Looking at exporter performance in mainland China (Figure 8), most exporters to China are experiencing growth, especially the smallest size bracket, growing by the largest absolute value (\$93 million) and growth rate (47 per cent).

Figure 8: Change in export value to mainland China by exporter size



Commentary (continued)

North America

United States of America

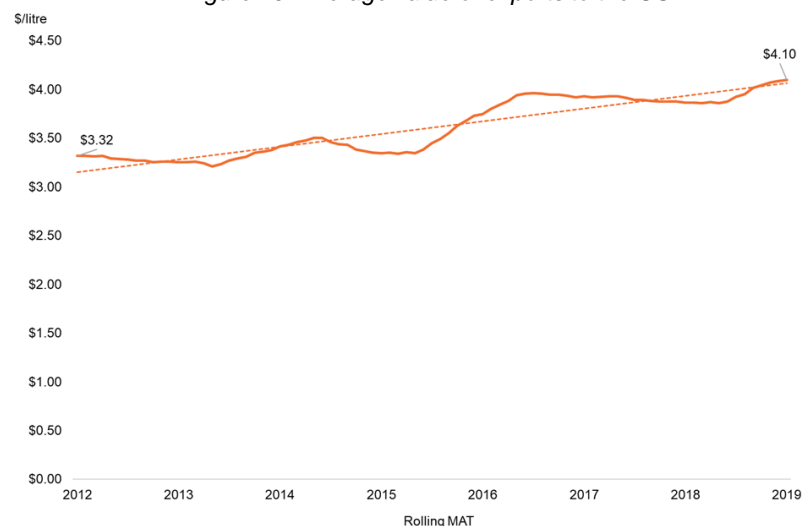
In the year ended March 2019, exports to the USA decreased 3 per cent in value to \$424 million and 7 per cent in volume to 153 million litres (17 9-litre case equivalents). Average value increased 4 per cent to \$2.77 per litre. Most of the loss in value is felt in the \$2.50 to \$4.99 price segment (see Figure 9), driven by premiumisation in the American market, as well as some of the wine in this price segment now being shipped as unpackaged wine in a lower price segment, due to the average value no longer including packaging costs. For that reason, the \$2.49 and under segment has grown slightly.

Figure 9: Exports to the USA by price segment (million AUD FOB)

Price segment (A\$/litre)	MAT March 2019	Value change	Growth rate
\$2.49 and under	\$90	\$0.9	1%
\$2.50 to \$4.99	\$253	-\$17	-6%
\$5.00 to \$7.49	\$22	\$0.03	0.1%
\$7.50 to \$9.99	\$19	\$4.3	29%
\$10.00 to \$14.99	\$18	-\$0.8	-4%
\$15.00 to \$19.99	\$8.0	-\$1.8	-18%
\$20.00 to \$29.99	\$6.2	-\$0.5	-8%
\$30.00 to \$49.99	\$4.6	-\$0.4	-8%
\$50.00 to \$99.99	\$3.1	\$0.7	31%
\$100.00 to \$199.99	\$0.9	\$0.1	14%
\$200.00 +	\$0.4	-\$0.4	-51%
Total value	\$424	-\$15	-3%

Pleasingly, although the volume of bottled wine shipped to the USA has declined, the average value of exports has been on an upward trend, growing on average 3 per cent per year since 2012 (see Figure 10). This reflects a higher premium being paid on Australian wine for Australian wine producers and grapegrowers.

Figure 10: Average value of exports to the USA



Australian wine continued its success in the USA off-trade market, growing 3 per cent in value to US\$521 million in the year ended December 2018. Even more encouraging is that Australian wine priced above US\$15 per bottle has grown 3 per cent as well (IRI Worldwide). There is also positive news in the USA on-trade for Australian wine; it has increased 5 per cent in value to US\$271 million in the 2018 calendar year (Nielsen CGA).

Aaron Ridgway, Wine Australia's Regional General Manager Americas, said 'Today's average wine consumer in the USA is looking to spend a bit more on a bottle of wine, and the impact of this trade-up behaviour will be hardest felt by exporters that have significant market share in the below US\$10 retail segment.

'The good news is that consumers are starting to be drawn to higher priced Australian wines – including Chardonnay, which is a great sign – and are showing reinvigorated interest in Shiraz above US\$15 (IRI Worldwide). The fact that Australian retail value growth is outpacing volume growth suggests that Australia continues to be well-positioned to benefit from longer term consumer trade-up behaviour.'

Commentary (continued)

Canada

Australian wine exports to Canada increased 7 per cent in value to \$205 million and 6 per cent in volume to 70 million litres (7.8 million 9-litre case equivalents) in the year ended March 2019. The average value of exports was stable at \$2.91 per litre. Both bottled and unpackaged wine drove the growth, increasing in value 3 per cent and 22 per cent respectively. There was growth across the price spectrum (see Figure 11), including wines with an average value of \$10 per litre and above, which increased in value by 8 per cent to \$25 million.

Figure 11: Exports to Canada by price segment (million AUD FOB)

Price segment (A\$/litre)	MAT March 2019	Value change	Growth rate
\$2.49 and under	\$47	\$6.2	15%
\$2.50 to \$4.99	\$45	-\$2.1	-4%
\$5.00 to \$7.49	\$70	\$7.2	11%
\$7.50 to \$9.99	\$18	-\$0.4	-2%
\$10.00 to \$14.99	\$20	\$2.6	15%
\$15.00 to \$19.99	\$2.1	-\$0.6	-24%
\$20.00 to \$29.99	\$1.3	-\$0.3	-18%
\$30.00 to \$49.99	\$1.3	\$0.1	9%
\$50.00 to \$99.99	\$0.5	\$0.02	3%
\$100.00 to \$199.99	\$0.1	-\$0.02	-17%
\$200.00 +	\$0.1	\$0.00	-4%
Total value	\$205	\$13	7%

Europe

United Kingdom

Exports to the United Kingdom (UK) increased 4 per cent in value to \$388 million and 0.1 per cent in volume to 242 million litres (27 million 9-litre case equivalents). Average value increased 4 per cent to \$1.61 per litre. On a quarterly basis, volume declined 7 per cent compared to the same quarter the previous year, indicating that some of the larger brands are wrapping up their pre-Brexit strategies of getting product into market, with the original date for Brexit now having passed.

Although exports with an average value of \$10 and above have declined, the rest of the market is experiencing healthy growth rates, in particular shipments valued between \$2.50 and \$9.99 per litre (see Figure 12).

Off-trade sales in the UK for Australian wine grew 2 per cent in the year ended December 2018 to £1.2 billion. The key areas of growth were wine priced between £5.01–7.00 per bottle, growing 3 per cent, and £8.01–10.00, which grew 17 per cent (IRI Worldwide).

Laura Jewell MW, Wine Australia's Regional General Manager EMEA, said 'The UK trade is becoming frustrated without a clear understanding of the impact that Brexit will have for the sector. The Wine and Spirit Trade Association (WSTA) continues to campaign for the trade to say no to no deal, but there is little that it can do except wait for the outcome. Fortunately, the exchange rate is holding up and many importers have increased stocks to cushion the impact, although these will have to be revisited if the UK doesn't leave the European Union until the end of October. Elsewhere we are seeing enthusiastic interest in the Netherlands, and both Denmark and Sweden continue to grow.'

Figure 12: Exports to the UK by price segment (million AUD FOB)

Price segment (A\$/litre)	MAT March 2019	Value change	Growth rate
\$2.49 and under	\$209	\$4.2	2%
\$2.50 to \$4.99	\$114	\$8.1	8%
\$5.00 to \$7.49	\$26	\$1.9	8%
\$7.50 to \$9.99	\$14	\$1.8	15%
\$10.00 to \$14.99	\$12	-\$0.7	-6%
\$15.00 to \$19.99	\$4.0	-\$0.2	-5%
\$20.00 to \$29.99	\$3.3	\$0.2	5%
\$30.00 to \$49.99	\$2.9	\$0.4	16%
\$50.00 to \$99.99	\$1.2	-\$0.1	-9%
\$100.00 to \$199.99	\$0.3	-\$0.5	-62%
\$200.00 +	\$0.5	-\$0.5	-51%
Total value	\$388	\$15	4%

Commentary (continued)

Other destinations

In the year ended March 2019, exports to Singapore increased 10 per cent in value to \$86 million and 7 per cent in volume to 6.3 million litres. The growth was driven by exports with an average value between \$7.50 and \$9.99 per litre, increasing 71 per cent in value to \$7.6 million, and above \$10 per litre, increasing 7 per cent to \$65 million.

Japan also imported more Australian wine during the period, growing 16 per cent in value and volume to \$55 million and 17 million litres, respectively. This growth was driven by both the lower and higher end of exports, with shipments below \$2.50 per litre increasing 32 per cent to \$12 million and exports above \$10 per litre increasing 74 per cent to \$13 million.

In the past 12 months, Australian wine exports to the Netherlands increased 26 per cent in value to \$43 million and 1 per cent in volume to 19 million litres. This growth was particularly strong for exports above \$5 per litre, which doubled in volume in the past year.

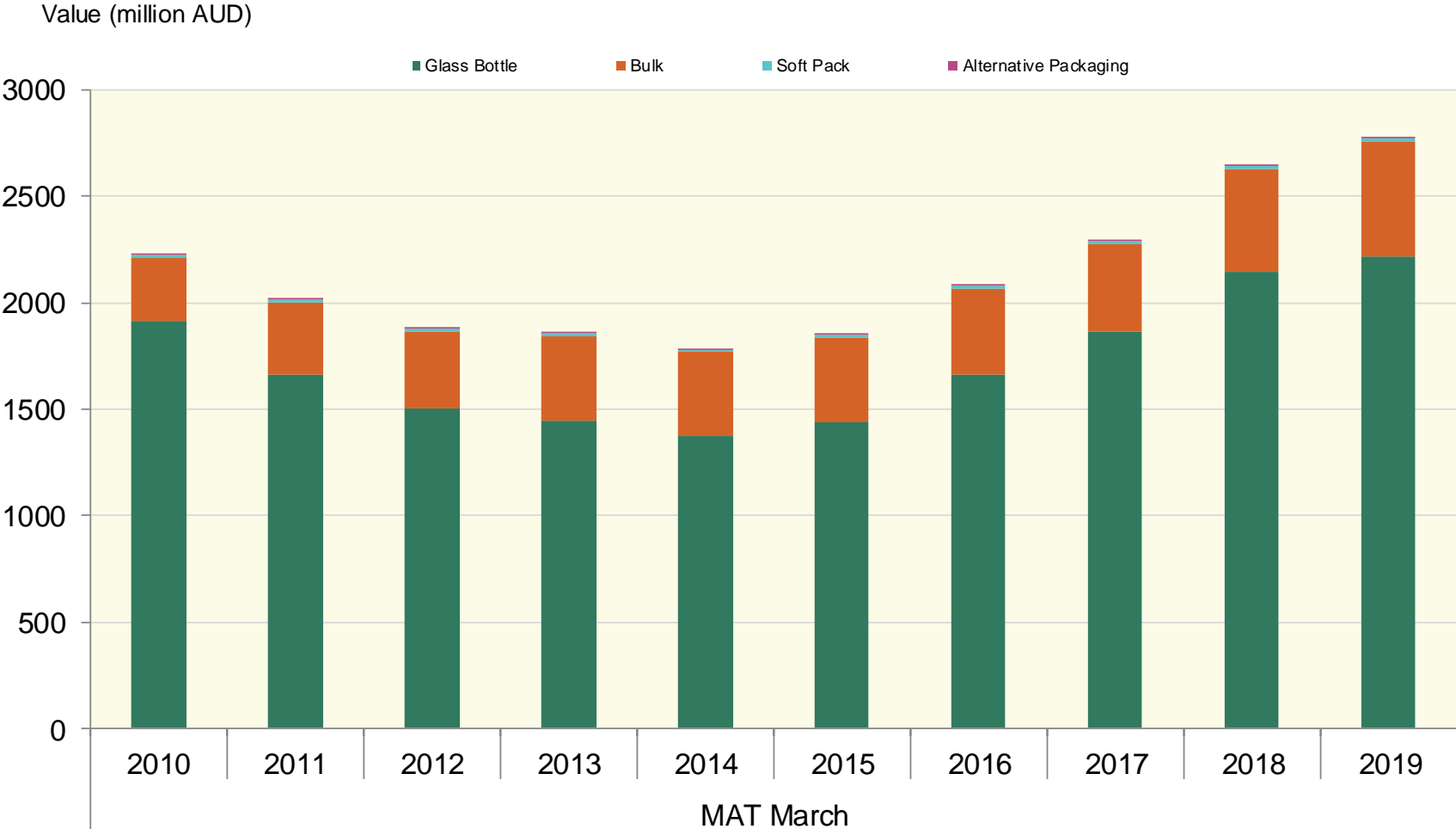
Exports to Thailand also increased in the past 12 months, up 62 per cent in value to \$28 million and 72 per cent in volume to 6.7 million litres. The growth came from across the price spectrum, with all major price segments experiencing growth.

Exports to Sweden also increased, 13 per cent in value to \$24 million and 11 per cent in volume to 6.7 million litres. This increase was driven by both bottled and unpackaged exports in the \$2.50 to \$4.99 price segment.

Denmark also experienced an increase in Australian wine exports, by 7 per cent in value to \$23 million and 9 per cent in volume to 11 million litres. The growth in exports was driven by both ends of the price spectrum, with exports below \$2.50 growing 26 per cent in value and exports above \$10 growing 8 per cent.

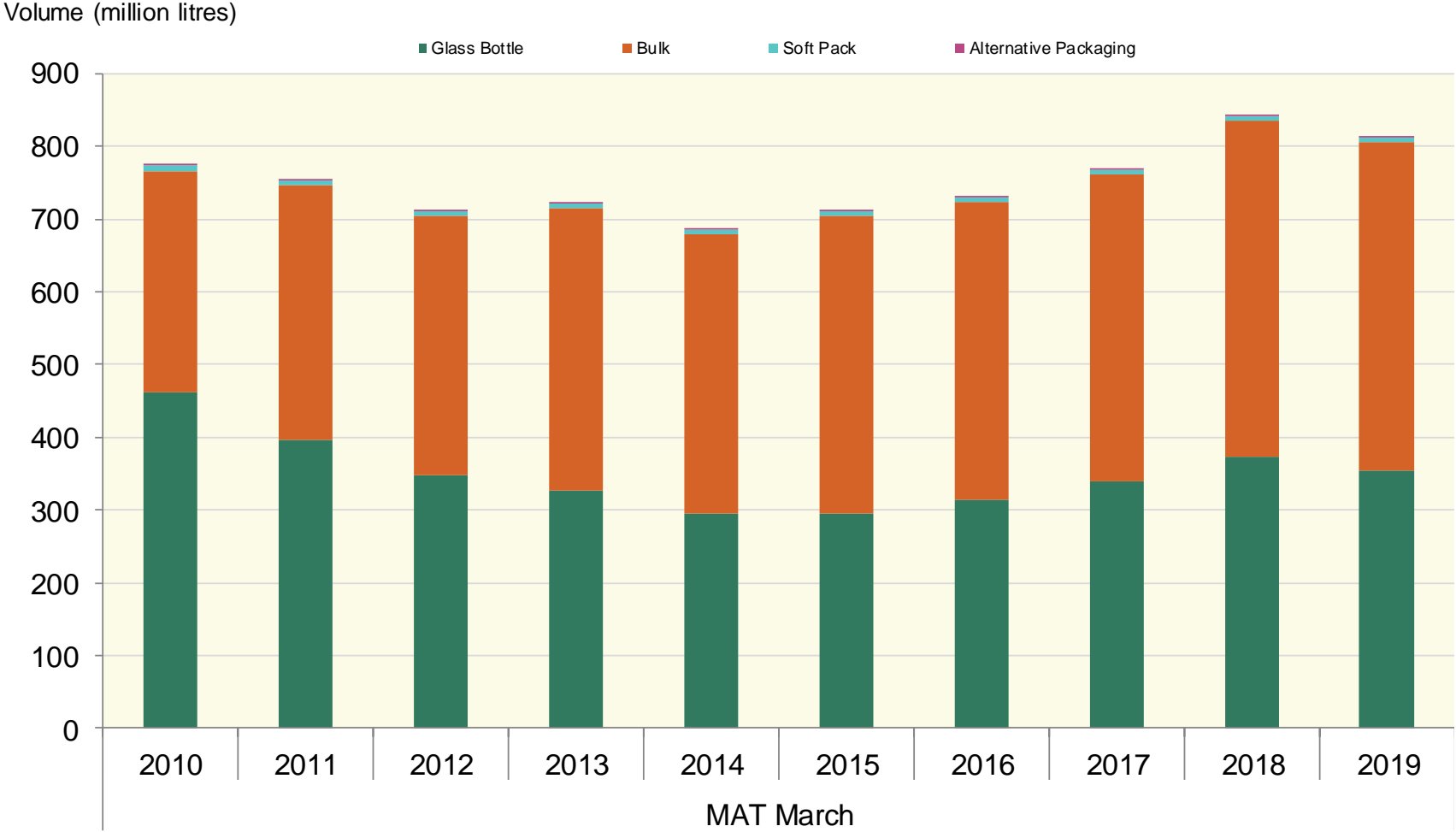
Historic overview of exports

Value by container type in A\$ million



Historic overview of exports

Volume by container type ('000 litres)

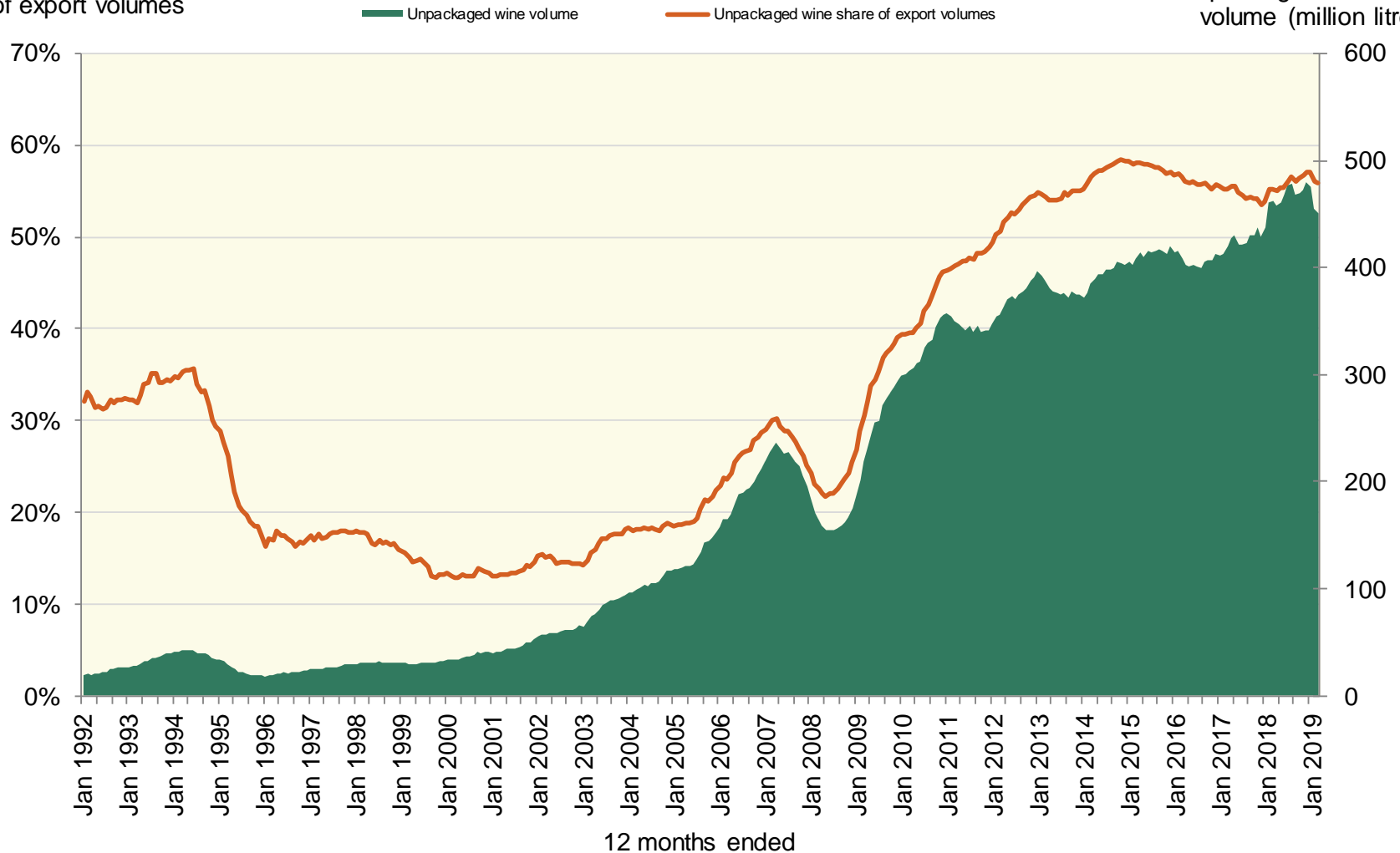


Historic overview of exports

Unpackaged share of export volumes

Unpackaged wine share
of export volumes

Unpackaged wine export
volume (million litres)



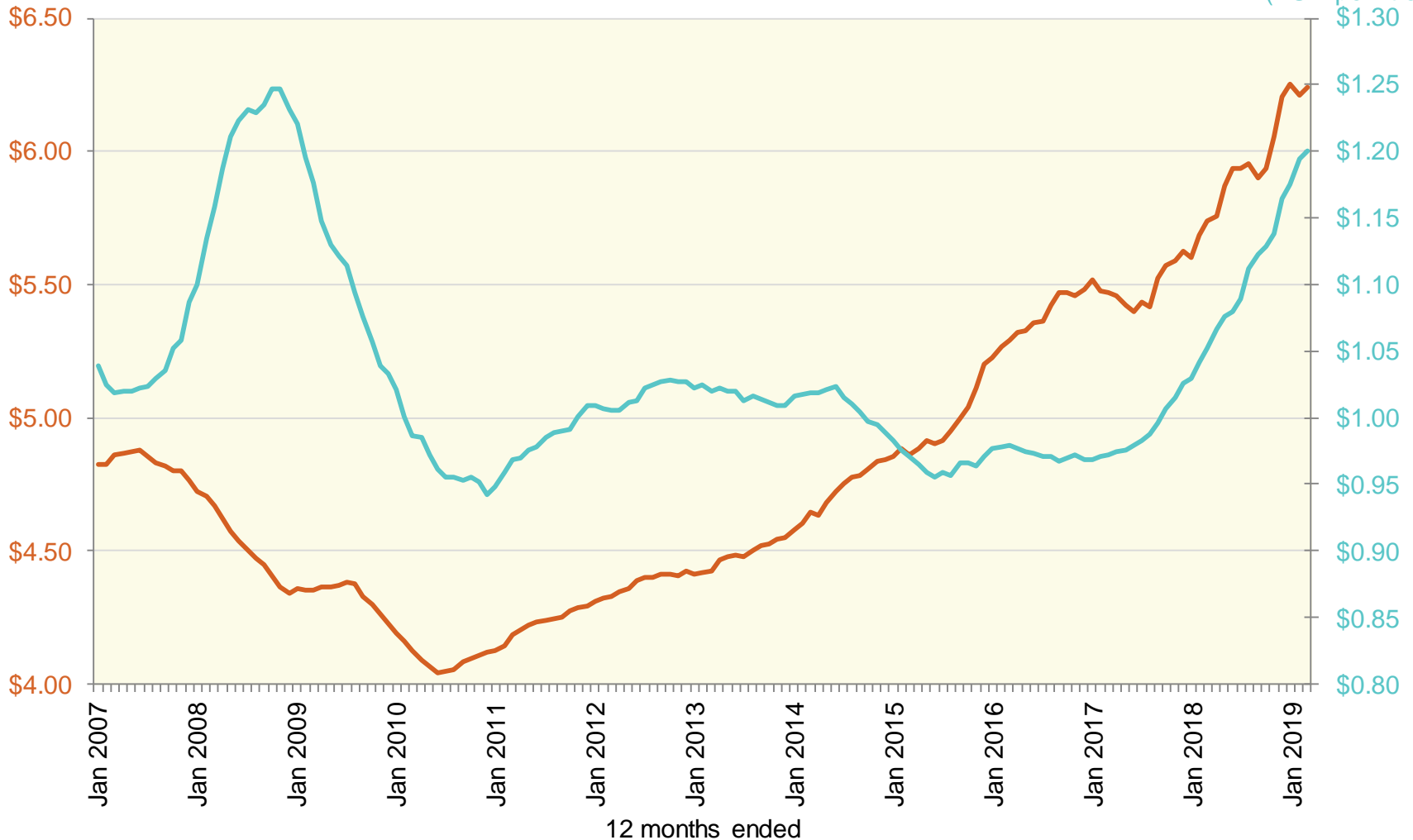
Historic overview of exports

Average value of exports

Bottled average value
(AUD per litre)

— Bottled — Unpackaged

Unpackaged average value
(AUD per litre)

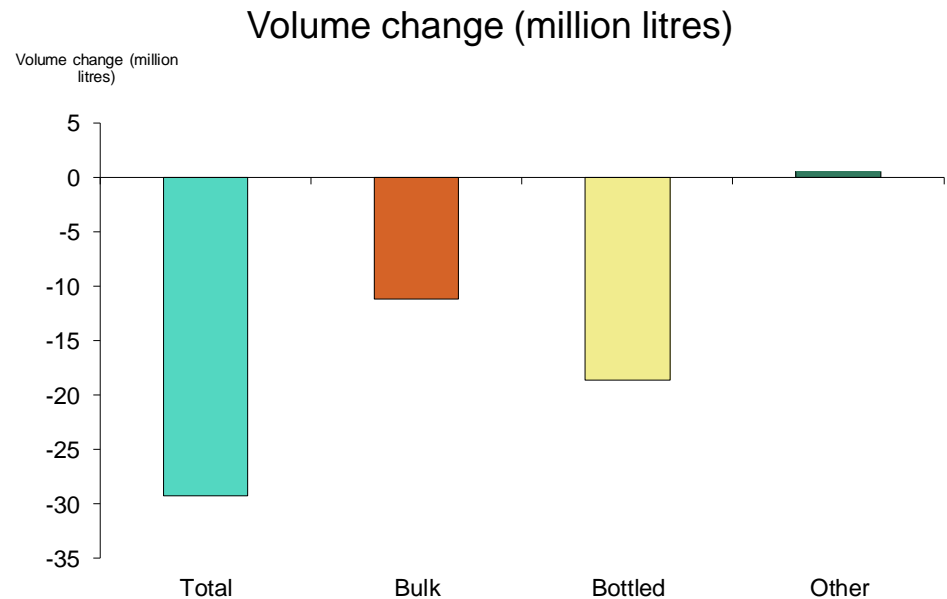
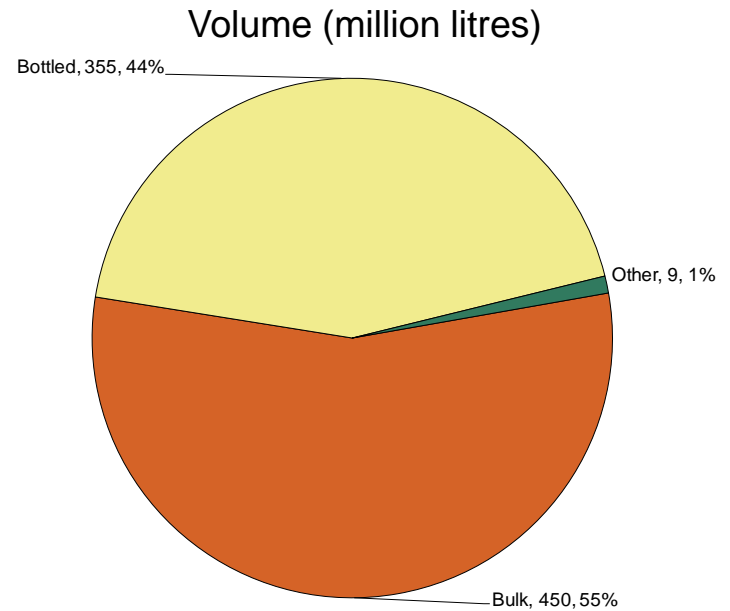


Exports by container type

MAT March 2019

		Volume (ML)	Value (A\$M FOB)	Average Value (A\$/L FOB)
Bottled	2019	355	2,217	6.24
	Change	-5%	3%	9%
Bulk	2019	450	541	1.20
	Change	-2%	11%	14%
Other	2019	9	21	2.43
	Change	6%	8%	1%
Total	2019	814	2,779	3.41
	Change	-3%	5%	9%
	Share	100%	100%	

“Other” includes wine in soft-packs and alternative packaging



Wine exports

by country, container and colour

Value for MAT March 2019

	Glass Bottle Red Wine		Bulk Red Wine		Other Red Wine		Glass Bottle White Wine		Bulk White Wine		Other White Wine		Sparkling Wine		Other Wine		Total Wine	
	MAT March 2019 (A\$ '000s)	Change %	MAT March 2019 (A\$ '000s)	Change %	MAT March 2019 (A\$ '000s)	Change %	MAT March 2019 (A\$ '000s)	Change %	MAT March 2019 (A\$ '000s)	Change %	MAT March 2019 (A\$ '000s)	Change %	MAT March 2019 (A\$ '000s)	Change %	MAT March 2019 (A\$ '000s)	Change %	MAT March 2019 (A\$ '000s)	Change %
China, Pr	885,557	9%	69,660	-1%	788	14%	23,958	-16%	2,880	-20%	65	16%	9,080	19%	4,607	-22%	996,596	7%
United States Of America	200,151	-10%	35,905	29%	0	-100%	136,471	11%	46,797	-7%	0	-100%	4,180	3%	902	-93%	424,404	-3%
United Kingdom	101,110	-7%	133,843	13%	0	na	65,780	-6%	80,468	13%	0	-100%	5,001	26%	1,485	41%	387,687	4%
Canada	105,244	1%	20,659	18%	746	7%	46,212	11%	25,125	26%	1,596	-17%	3,519	-13%	1,883	-9%	204,983	7%
Hong Kong	94,656	-2%	66	na	1,524	-6%	7,974	23%	0	na	259	-18%	2,679	++	901	25%	108,059	1%
New Zealand	53,232	11%	13,704	76%	799	49%	9,945	9%	7,713	8%	472	-18%	5,103	-28%	3,987	++	94,955	15%
Singapore	71,874	13%	0	na	220	-46%	7,254	2%	0	na	95	-23%	5,820	-6%	549	-24%	85,812	10%
Japan	21,840	12%	5,615	60%	2,386	-1%	11,562	17%	3,213	68%	1,022	-1%	4,896	1%	4,629	11%	55,163	16%
Germany, Federal Republic	12,076	-30%	19,947	-4%	0	na	3,377	-34%	16,605	10%	0	na	169	++	8	-87%	52,182	-11%
Netherlands	14,639	24%	4,630	21%	0	na	16,108	43%	6,559	2%	0	na	1,045	30%	70	-62%	43,051	26%
Malaysia	29,066	-30%	0	na	120	++	2,593	-6%	0	na	7	-30%	246	57%	174	-30%	32,207	-28%
United Arab Emirates	21,451	24%	0	-100%	653	-10%	6,422	6%	0	na	450	2%	904	-6%	657	19%	30,537	17%
Thailand	17,135	48%	1,637	++	1,609	++	4,622	52%	700	++	832	++	1,309	22%	242	++	28,086	62%
Sweden	13,262	12%	2,467	1%	0	na	5,543	5%	1,467	33%	0	na	1,292	++	69	++	24,100	13%
Denmark	8,411	-9%	7,467	37%	0	na	3,523	-3%	3,186	35%	0	na	733	10%	155	-78%	23,476	7%
Taiwan	17,153	42%	0	na	309	14%	1,409	32%	0	-100%	120	44%	115	-10%	279	-9%	19,385	38%
Korea, R	14,613	27%	0	na	1,094	7%	2,590	-3%	0	na	26	-44%	614	++	107	-55%	19,044	21%
Belgium	3,510	-19%	3,809	50%	0	na	3,125	-29%	5,200	28%	0	na	366	-35%	150	-34%	16,160	0%
Finland	4,988	-21%	4,090	1%	0	na	2,253	-23%	2,766	-1%	0	na	271	-61%	336	18%	14,704	-14%
Philippines	7,238	9%	0	na	0	na	1,975	0%	0	na	0	na	70	14%	59	-75%	9,342	5%
Rest of the world	62,359	7%	7,784	-13%	1,764	13%	23,729	-4%	6,124	56%	1,233	0%	3,461	26%	2,127	1%	108,580	5%
World	1,759,566	4%	331,283	12%	12,011	10%	386,426	4%	208,802	10%	6,176	1%	50,875	6%	23,376	-32%	2,778,514	5%

Wine exports

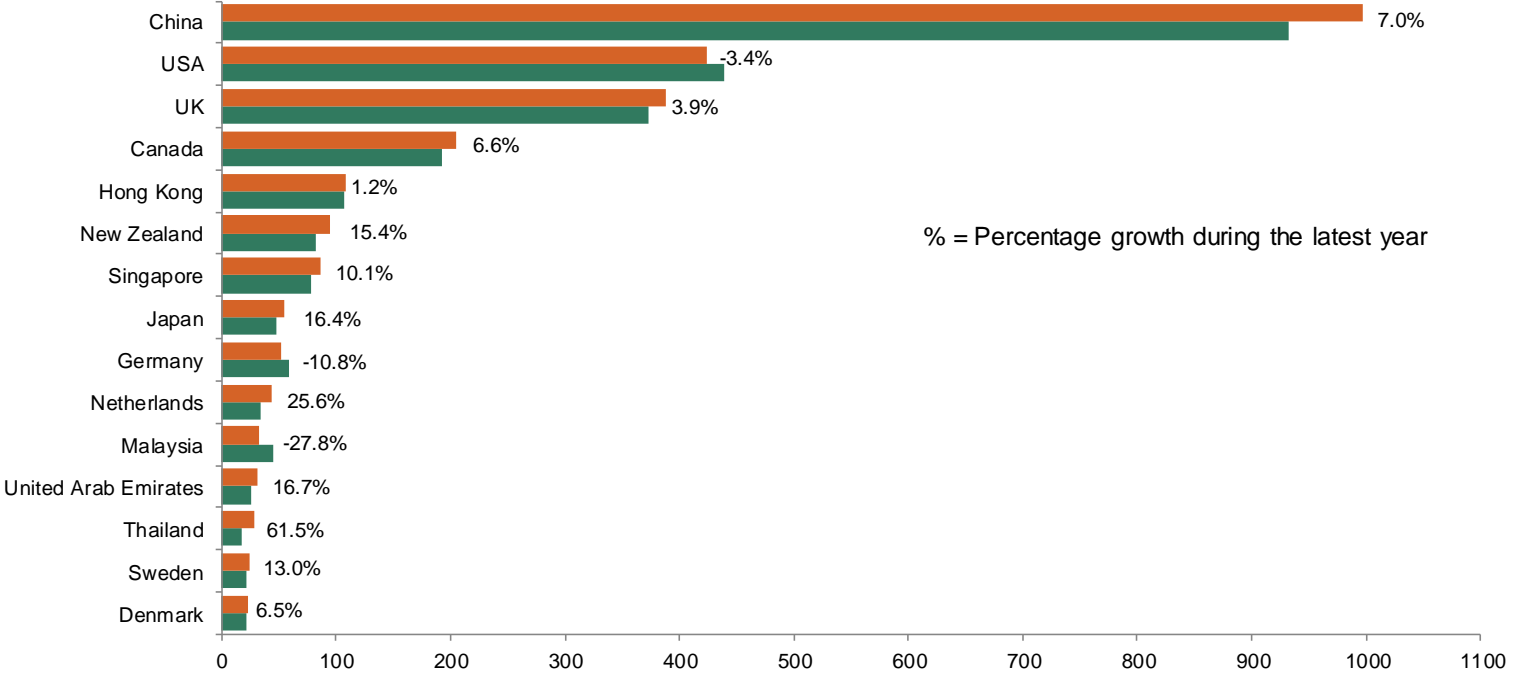
by country, container and colour

Volume for MAT March 2019

	Glass Bottle Red Wine		Bulk Red Wine		Other Red Wine		Glass Bottle White Wine		Bulk White Wine		Other White Wine		Sparkling Wine		Other Wine		Total Wine	
	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %
United Kingdom	21,950	-13%	115,716	2%	0	na	18,576	-13%	83,899	5%	0	-100%	1,110	26%	253	1%	241,504	0%
United States Of America	45,639	-15%	23,169	28%	0	-100%	36,845	4%	46,837	-13%	0	-100%	777	3%	130	-96%	153,398	-7%
China, Pr	107,384	0%	31,327	-42%	232	-28%	3,771	-19%	1,632	-40%	24	25%	946	-29%	601	-34%	145,917	-15%
Canada	17,206	-1%	17,628	2%	179	-8%	9,643	5%	24,365	18%	393	-1%	594	-14%	352	-18%	70,360	6%
Germany, Federal Republic	2,727	-42%	14,337	-15%	0	na	714	-58%	17,270	-1%	0	na	13	++	0	-98%	35,061	-14%
New Zealand	10,219	11%	8,292	34%	361	35%	3,125	8%	8,915	-5%	202	0%	961	-31%	768	88%	32,843	10%
Netherlands	3,878	5%	3,531	1%	0	na	4,491	21%	6,644	-10%	0	na	238	1%	10	-86%	18,794	1%
Japan	3,612	-2%	4,357	53%	1,333	-10%	2,048	2%	3,153	53%	579	-4%	1,023	-7%	933	4%	17,038	16%
Denmark	1,310	-13%	5,778	15%	0	na	873	-1%	3,313	20%	0	na	164	23%	15	-91%	11,453	9%
Belgium	478	-30%	3,056	27%	0	na	551	-41%	5,654	18%	0	na	62	-50%	15	-67%	9,815	9%
Hong Kong	5,723	-6%	48	na	552	-14%	1,026	10%	0	na	105	-25%	150	14%	75	15%	7,680	-4%
Sweden	2,628	12%	1,394	-9%	0	na	1,573	10%	770	26%	0	na	350	++	5	++	6,720	11%
Thailand	2,269	31%	1,222	++	828	++	984	36%	720	++	427	++	195	23%	54	++	6,699	72%
Finland	708	-33%	2,516	-13%	0	na	467	-21%	2,673	-6%	0	na	34	-76%	74	-8%	6,471	-15%
Singapore	4,522	13%	0	na	118	-48%	922	0%	0	na	49	-4%	641	1%	63	-18%	6,315	7%
France	186	2%	2,747	-2%	12	na	61	-32%	1,882	16%	1	na	1	++	0	75%	4,891	4%
United Arab Emirates	1,967	15%	0	-100%	380	-15%	1,117	12%	0	na	306	-1%	125	-17%	178	12%	4,073	7%
Malaysia	2,541	-28%	0	na	64	++	471	-9%	0	na	1	-81%	37	35%	29	-21%	3,143	-24%
Korea, R	1,990	26%	0	na	515	7%	412	-18%	0	na	7	-55%	88	++	14	-64%	3,027	14%
Ireland	1,235	-32%	78	++	0	na	1,253	-35%	78	na	0	na	28	-44%	6	++	2,677	-30%
Rest of the world	11,783	5%	2,102	-53%	873	15%	4,856	6%	4,881	92%	625	3%	589	35%	527	-12%	26,236	4%
World	249,953	-5%	237,299	-6%	5,448	5%	93,779	-2%	212,686	2%	2,719	10%	8,126	-5%	4,102	-47%	814,112	-3%

Exports by top 15 destinations

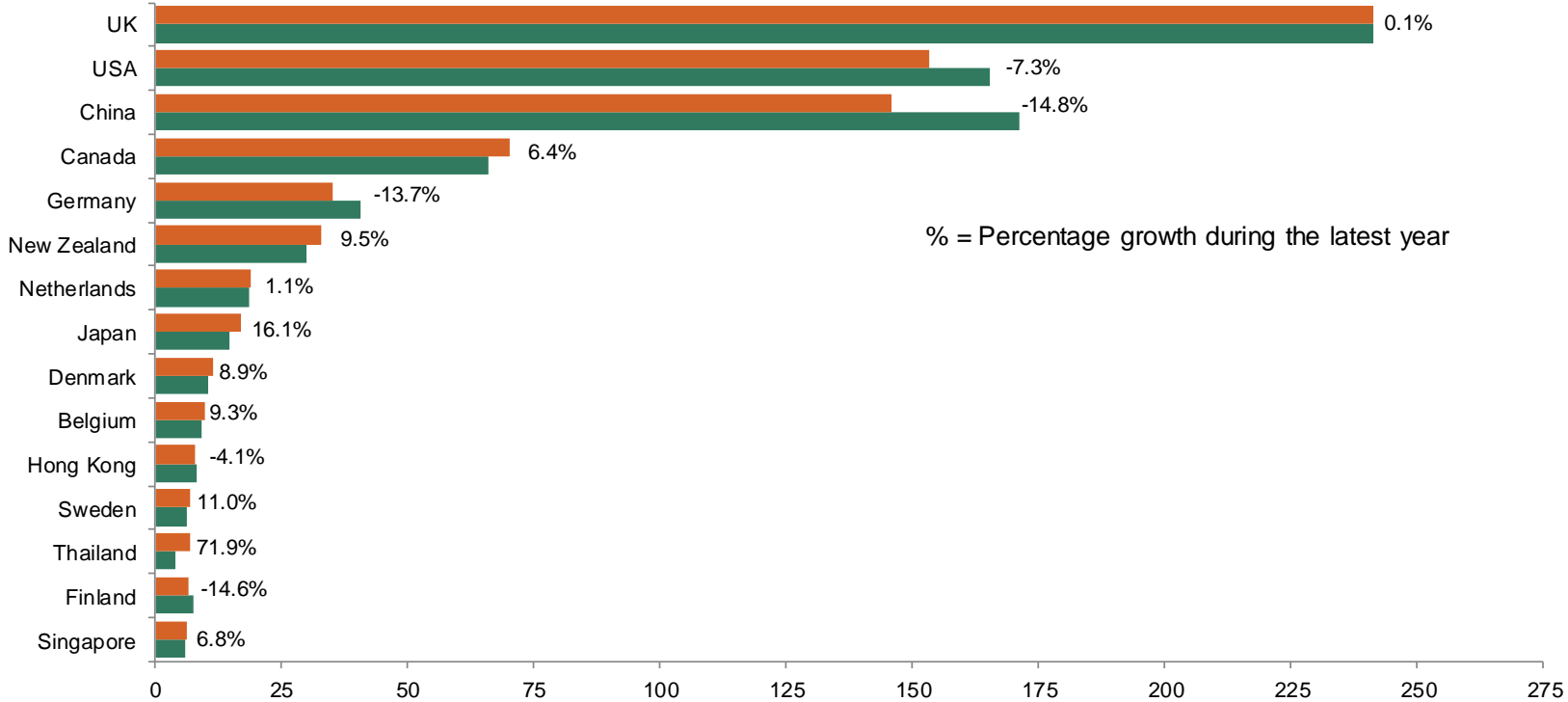
Value (million A\$) for MAT March 2019



	Denmark	Sweden	Thailand	United Arab Emirates	Malaysia	Netherlands	Germany	Japan	Singapore	New Zealand	Hong Kong	Canada	UK	USA	China
2019	23.5	24.1	28.1	30.5	32.2	43.1	52.2	55.2	85.8	95.0	108.1	205.0	387.7	424.4	996.6
2018	22.0	21.3	17.4	26.2	44.6	34.3	58.5	47.4	77.9	82.3	106.7	192.3	373.2	439.2	931.7

Exports by top 15 destinations

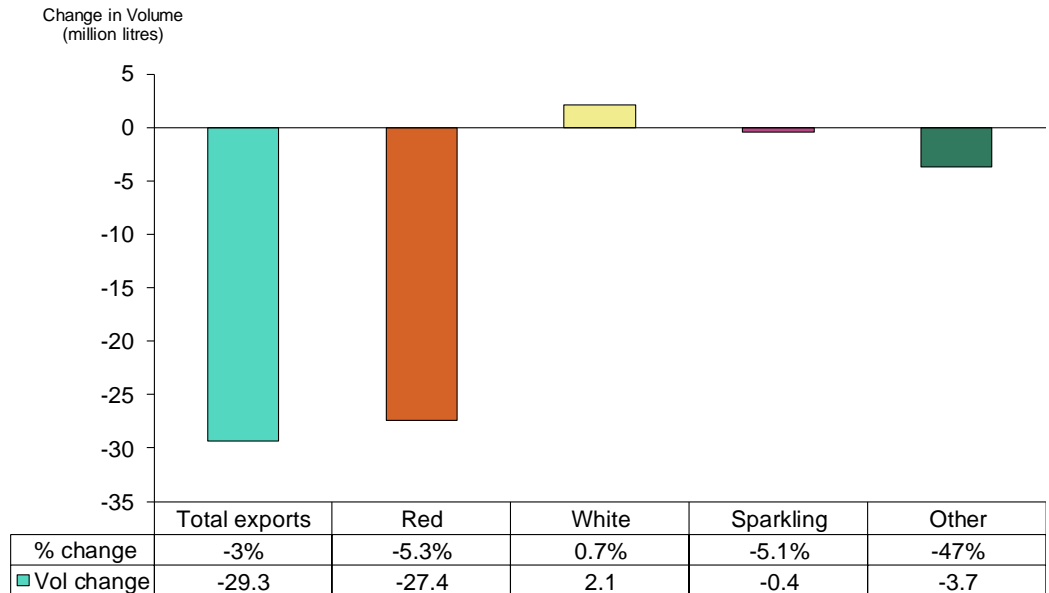
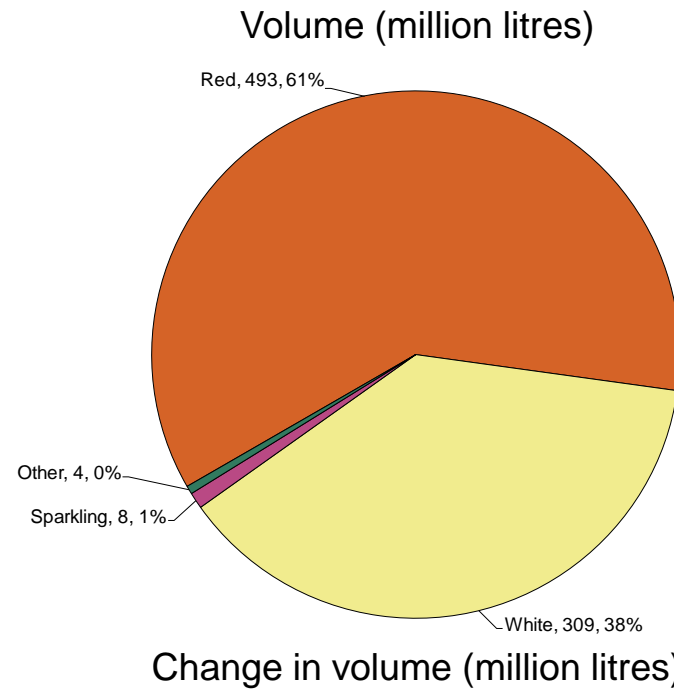
Volume (million litres) for MAT March 2019



	Singapore	Finland	Thailand	Sweden	Hong Kong	Belgium	Denmark	Japan	Netherlands	New Zealand	Germany	Canada	China	USA	UK
2019	6.3	6.5	6.7	6.7	7.7	9.8	11.5	17.0	18.8	32.8	35.1	70.4	145.9	153.4	241.5
2018	5.9	7.6	3.9	6.1	8.0	9.0	10.5	14.7	18.6	30.0	40.6	66.1	171.3	165.6	241.4

Exports by colour/ wine style

MAT March 2019



	Total exports	Red	White	Sparkling	Other
% change	-3%	-5.3%	0.7%	-5.1%	-47%
Vol change	-29.3	-27.4	2.1	-0.4	-3.7

Bottled wine exports report

Bottled exports by price point and destination	23
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Bottled exports by price point and destination

Value ('000 A\$) for MAT March 2019

	\$2.49 and under		\$2.50 to \$4.99		\$5.00 to \$7.49		\$7.50 to \$9.99		\$10.00 to \$19.99		\$20.00 to \$49.99		\$50.00 and above		Total	
	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %
China	6,330	-42%	208,378	-5%	137,162	0%	53,916	-12%	166,461	41%	217,943	46%	133,000	-17%	923,191	8%
USA	9,454	-39%	250,733	-6%	22,024	1%	18,664	36%	25,624	-9%	10,825	-8%	4,378	11%	341,702	-5%
UK	4,411	-81%	105,193	6%	25,272	9%	14,456	18%	15,700	-6%	6,129	10%	1,935	-36%	173,097	-5%
Canada	748	-75%	43,791	-4%	69,510	12%	17,877	-2%	21,580	10%	2,539	-7%	761	-2%	156,806	3%
New Zealand	1,912	-23%	34,617	12%	18,890	9%	8,126	19%	5,760	-7%	1,509	10%	1,393	22%	72,206	9%
Netherlands	2,281	-69%	20,960	65%	5,905	171%	1,259	98%	978	13%	296	5%	165	38%	31,843	32%
Japan	574	-29%	19,043	2%	4,617	-24%	3,586	0%	5,816	24%	2,610	19%	4,415	757%	40,661	11%
Hong Kong	49	15%	10,187	13%	8,435	-7%	4,328	-32%	17,764	-7%	22,256	0%	43,159	11%	106,178	1%
Singapore	342	73%	6,860	7%	5,304	-3%	7,598	74%	14,510	-21%	27,219	58%	23,647	-7%	85,480	10%
Sweden	754	-41%	11,674	30%	2,905	-9%	2,994	22%	1,219	-11%	489	13%	130	43%	20,166	13%
Thailand	524	144%	7,693	21%	3,114	55%	2,265	50%	2,578	56%	4,821	176%	2,314	4%	23,308	48%
Germany	2,989	-51%	4,264	-49%	2,801	16%	1,419	-23%	2,772	5%	870	17%	516	44%	15,631	-31%
United Arab Emirates	24	-39%	6,245	20%	5,424	9%	2,493	21%	2,928	-20%	5,629	81%	6,541	13%	29,283	18%
Malaysia	101	-52%	4,575	-10%	4,985	-37%	1,684	-20%	3,643	-10%	9,715	-27%	7,374	-37%	32,077	-28%
Ireland	1,831	-7%	4,250	-50%	1,258	26%	472	-35%	909	210%	218	35%	29	-48%	8,967	-29%
Korea, R	-	-100%	3,334	-15%	5,818	46%	1,989	72%	4,411	41%	1,699	-7%	662	8%	17,913	22%
Denmark	756	-39%	3,783	-3%	2,462	-6%	1,689	-36%	2,579	9%	1,280	11%	273	-18%	12,822	-10%
India	16	-14%	6,569	27%	432	-5%	50	-48%	381	-1%	176	142%	274	370%	7,898	26%
Philippines	47	-57%	6,150	11%	1,086	-25%	252	-29%	321	-63%	481	57%	1,006	220%	9,342	5%
Taiwan	28	58%	4,169	-15%	1,734	45%	562	-25%	2,543	29%	4,576	82%	5,344	135%	18,957	39%
Other	1,264	-51%	28,334	-13%	20,321	33%	10,095	4%	17,061	-5%	7,172	15%	5,249	24%	89,495	1%
Total	34,434	-55%	790,802	-2%	349,458	6%	155,773	2%	315,539	16%	328,451	34%	242,567	-8%	2,217,023	3%

Bottled exports by price point and destination

Volume ('000 litres) for MAT March 2019

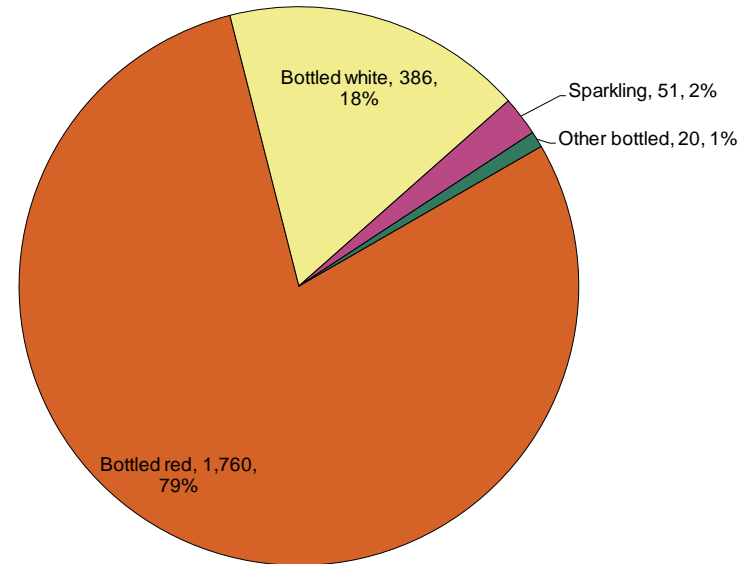
	\$2.49 and under		\$2.50 to \$4.99		\$5.00 to \$7.49		\$7.50 to \$9.99		\$10.00 to \$19.99		\$20.00 to \$49.99		\$50.00 and above		Total	
	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %
China	2,964	-41%	57,258	-7%	23,238	-1%	6,237	-11%	13,275	46%	8,204	46%	1,524	-25%	112,700	-1%
USA	3,966	-39%	71,038	-10%	3,762	-1%	2,205	42%	1,965	-9%	398	-8%	57	18%	83,392	-11%
UK	1,884	-81%	32,350	5%	4,277	10%	1,664	18%	1,265	-4%	214	10%	21	-20%	41,676	-13%
Canada	316	-75%	11,881	-2%	11,545	11%	2,094	0%	1,849	13%	89	-7%	9	-4%	27,782	1%
New Zealand	820	-23%	9,614	12%	3,124	12%	948	21%	478	-3%	56	14%	22	46%	15,061	9%
Netherlands	973	-75%	6,401	99%	1,000	162%	152	106%	76	10%	11	18%	2	44%	8,615	12%
Japan	258	-29%	5,254	2%	769	-23%	413	-1%	449	26%	90	11%	56	892%	7,287	-1%
Hong Kong	38	54%	2,544	10%	1,369	-8%	503	-31%	1,374	-9%	785	-2%	352	2%	6,966	-4%
Singapore	164	81%	1,716	5%	876	1%	877	74%	1,126	-25%	1,095	58%	290	-14%	6,145	9%
Sweden	323	-39%	3,322	34%	470	-8%	336	22%	88	-15%	16	13%	1	5%	4,556	16%
Thailand	215	92%	2,088	17%	489	54%	266	49%	219	81%	199	184%	26	-8%	3,502	34%
Germany	1,344	-58%	1,228	-47%	481	13%	167	-21%	200	-5%	30	22%	4	97%	3,453	-46%
United Arab Emirates	10	-45%	1,569	12%	934	14%	297	22%	240	-18%	206	75%	77	24%	3,334	13%
Malaysia	46	-50%	1,215	-10%	853	-37%	191	-23%	289	-10%	402	-31%	81	-40%	3,077	-25%
Ireland	831	-25%	1,327	-45%	219	34%	55	-32%	81	228%	8	12%	0	-61%	2,521	-34%
Korea, R	-	-100%	871	-15%	1,017	44%	232	69%	321	42%	55	-12%	7	17%	2,503	16%
Denmark	391	-39%	1,129	2%	405	-5%	195	-36%	196	11%	43	5%	3	-13%	2,362	-13%
India	8	-48%	1,805	21%	78	2%	6	-47%	33	-1%	6	137%	4	402%	1,940	19%
Philippines	20	-61%	1,590	8%	190	-24%	29	-28%	25	-65%	18	46%	13	381%	1,885	0%
Taiwan	13	66%	1,020	-16%	299	48%	66	-26%	185	25%	167	79%	57	151%	1,806	1%
Other	571	-53%	7,753	-12%	3,490	37%	1,169	3%	1,359	0%	263	15%	60	18%	14,665	-5%
Total	15,156	-57%	222,973	-4%	58,885	5%	18,101	3%	25,092	18%	12,352	34%	2,669	-15%	355,229	-5%

Bottled exports by colour/wine style

Value

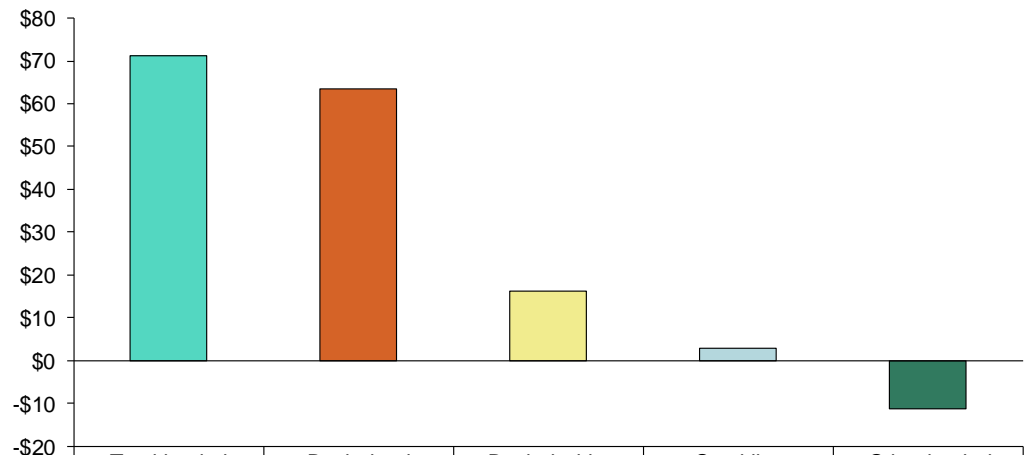
MAT March 2019

Value (A\$ million)



Change in value (A\$ million)

Change in Value (million AUD)



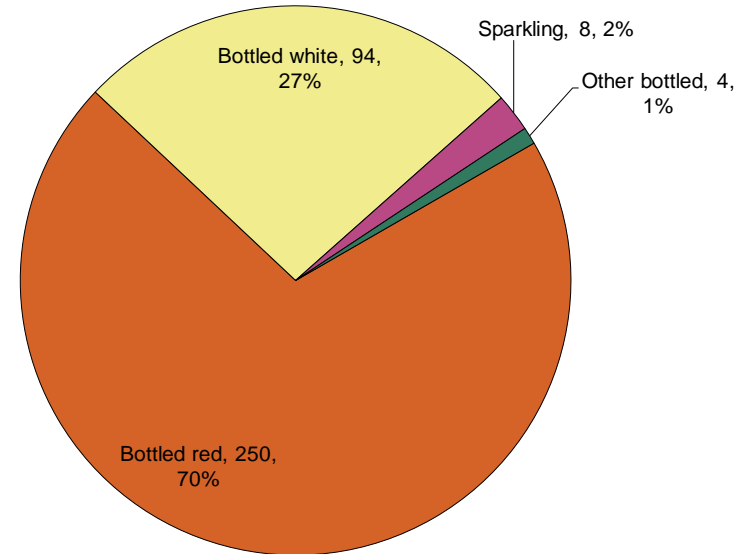
	Total bottled	Bottled red	Bottled white	Sparkling	Other bottled
% change	3.3%	3.7%	4.4%	6.0%	-35.7%
Vol change	71.4	63.6	16.3	2.8	-11.3

Bottled exports by colour/wine style

Volume

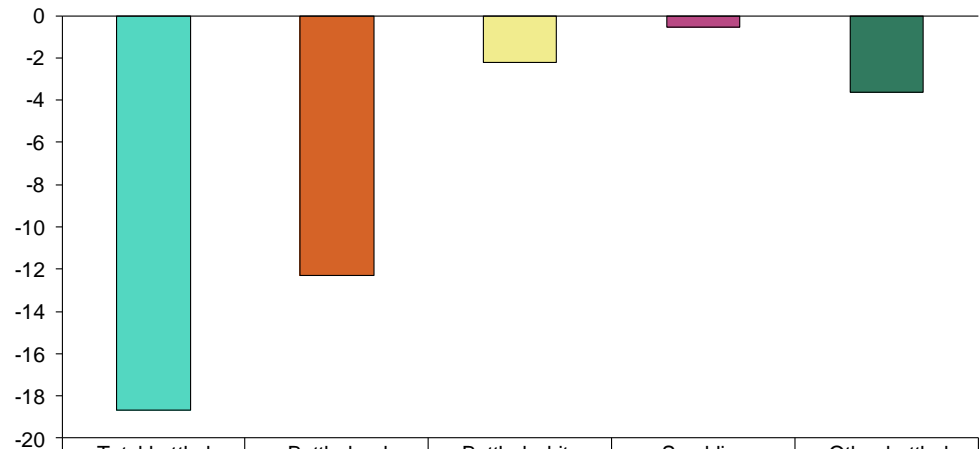
MAT March 2019

Volume (million litres)



Change in volume (million litres)

Change in Volume (million litres)



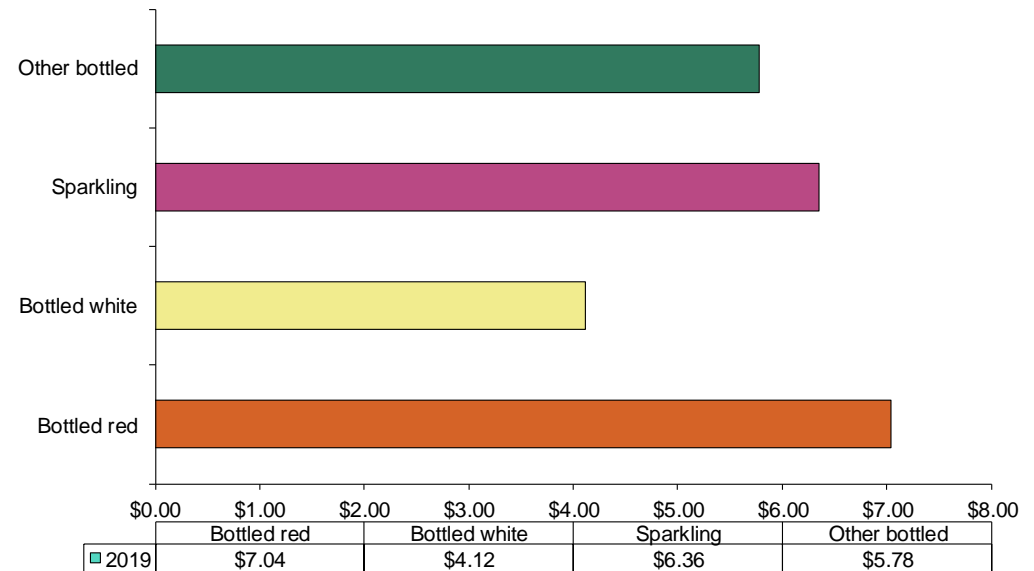
	Total bottled	Bottled red	Bottled white	Sparkling	Other bottled
% change	-5.0%	-4.7%	-2.3%	-6.3%	-50.5%
Vol change	-18.7	-12.3	-2.2	-0.5	-3.6

Bottled exports by colour/wine style

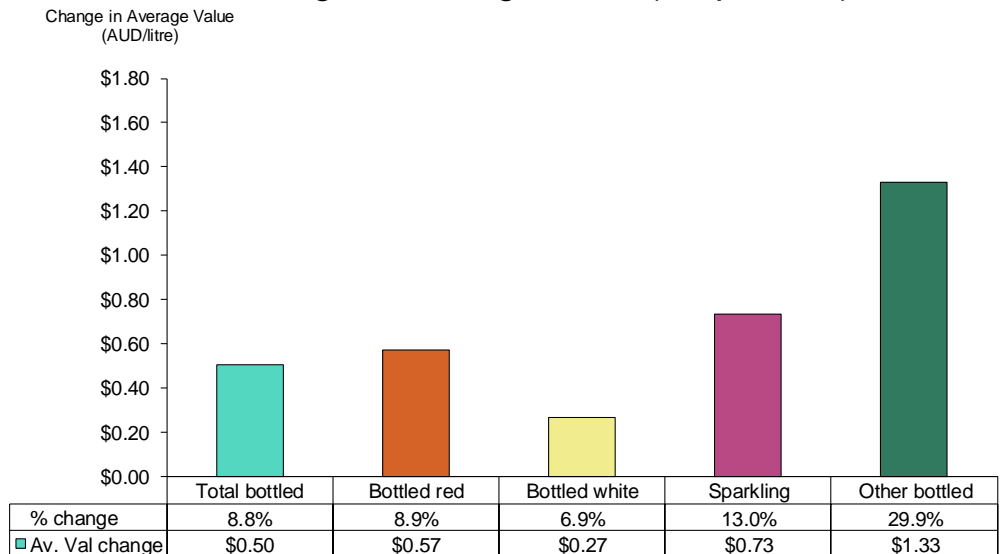
Average value

MAT March 2019

Average value (A\$ per litre)

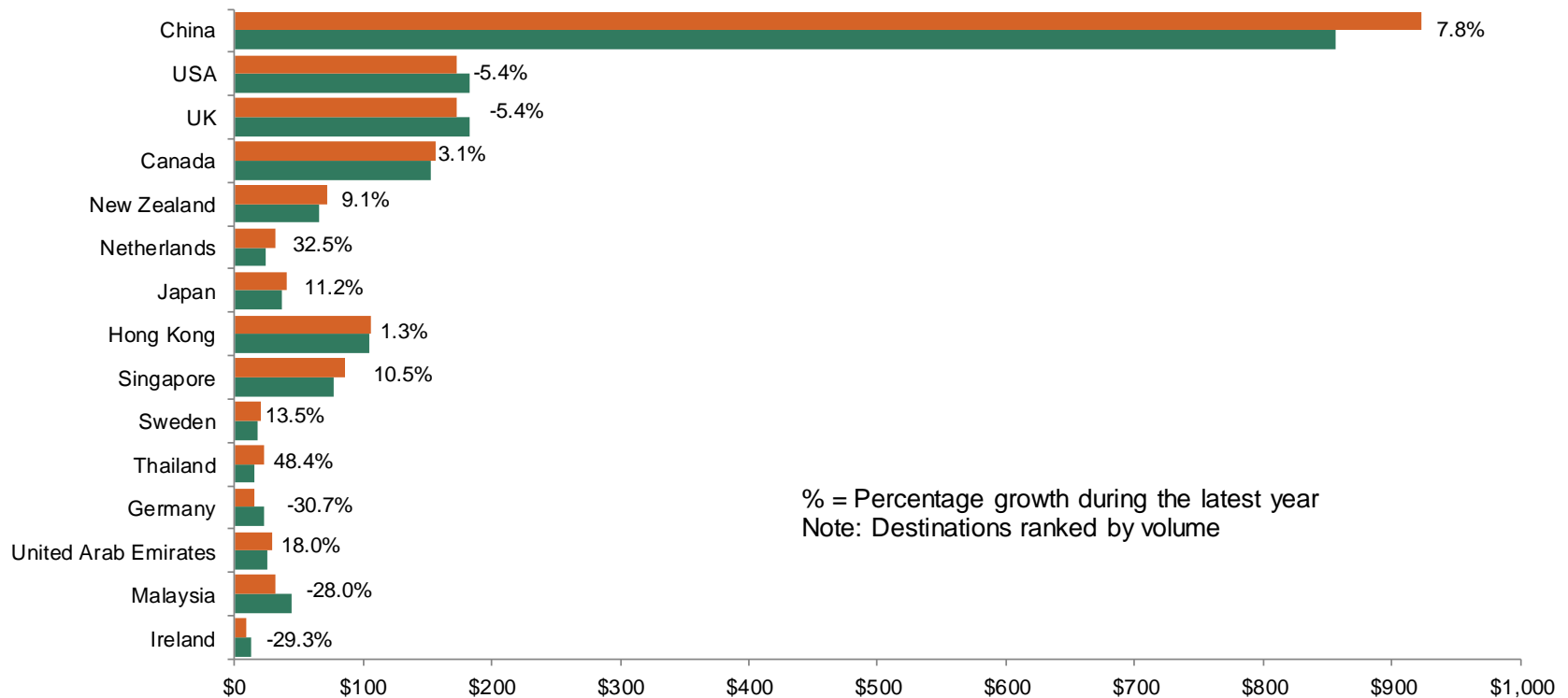


Change in average value (A\$ per litre)



Bottled exports by top 15 destinations

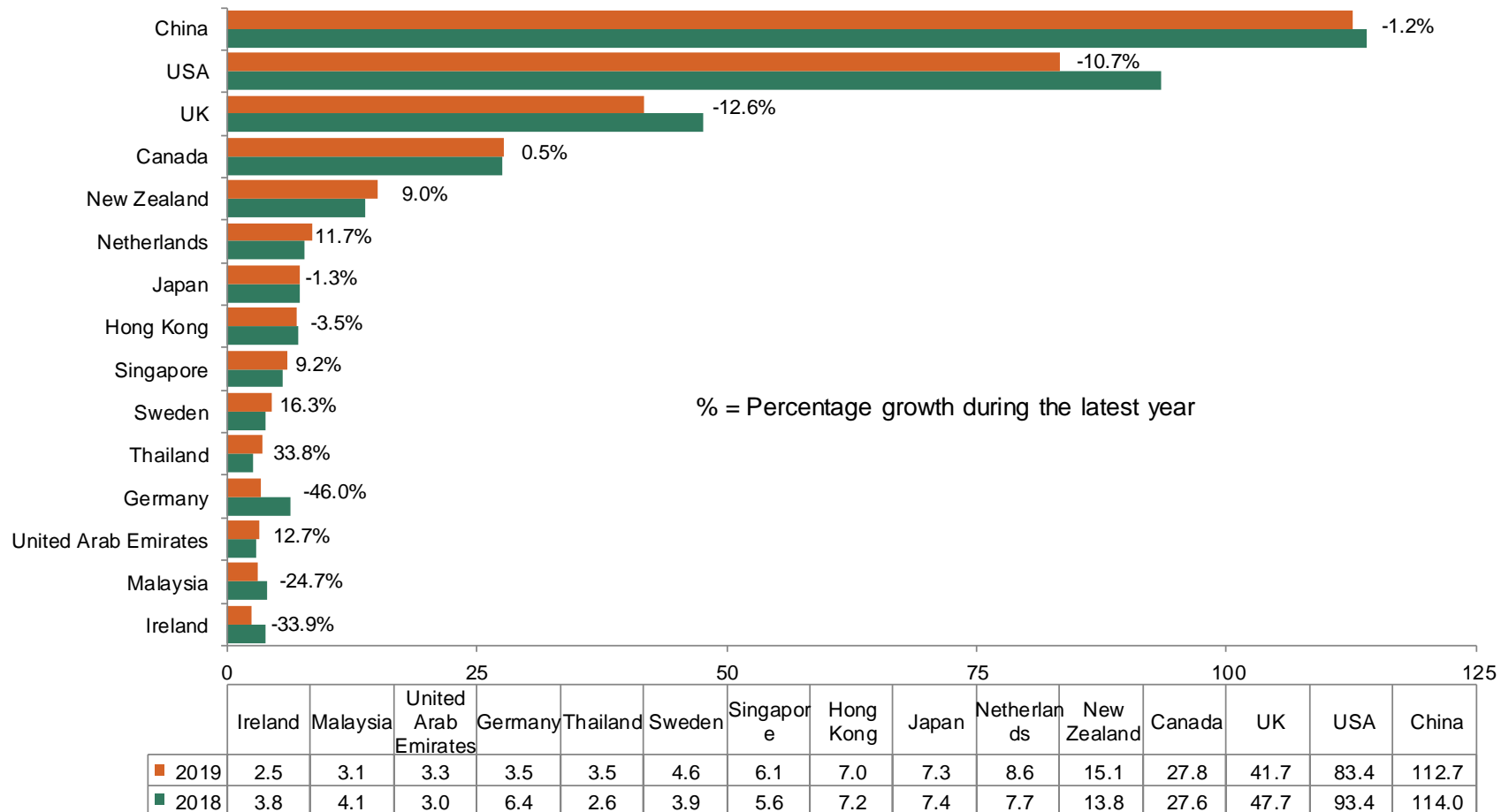
Value (million A\$) for MAT March 2019



	Ireland	Malaysia	United Arab Emirates	Germany	Thailand	Sweden	Singapore	Hong Kong	Japan	Netherlands	New Zealand	Canada	UK	USA	China
2019	9.0	32.1	29.3	15.6	23.3	20.2	85.5	106.2	40.7	31.8	72.2	156.8	173.1	173.1	923.2
2018	12.7	44.5	24.8	22.5	15.7	17.8	77.4	104.8	36.6	24.0	66.2	152.0	183.0	183.0	856.7

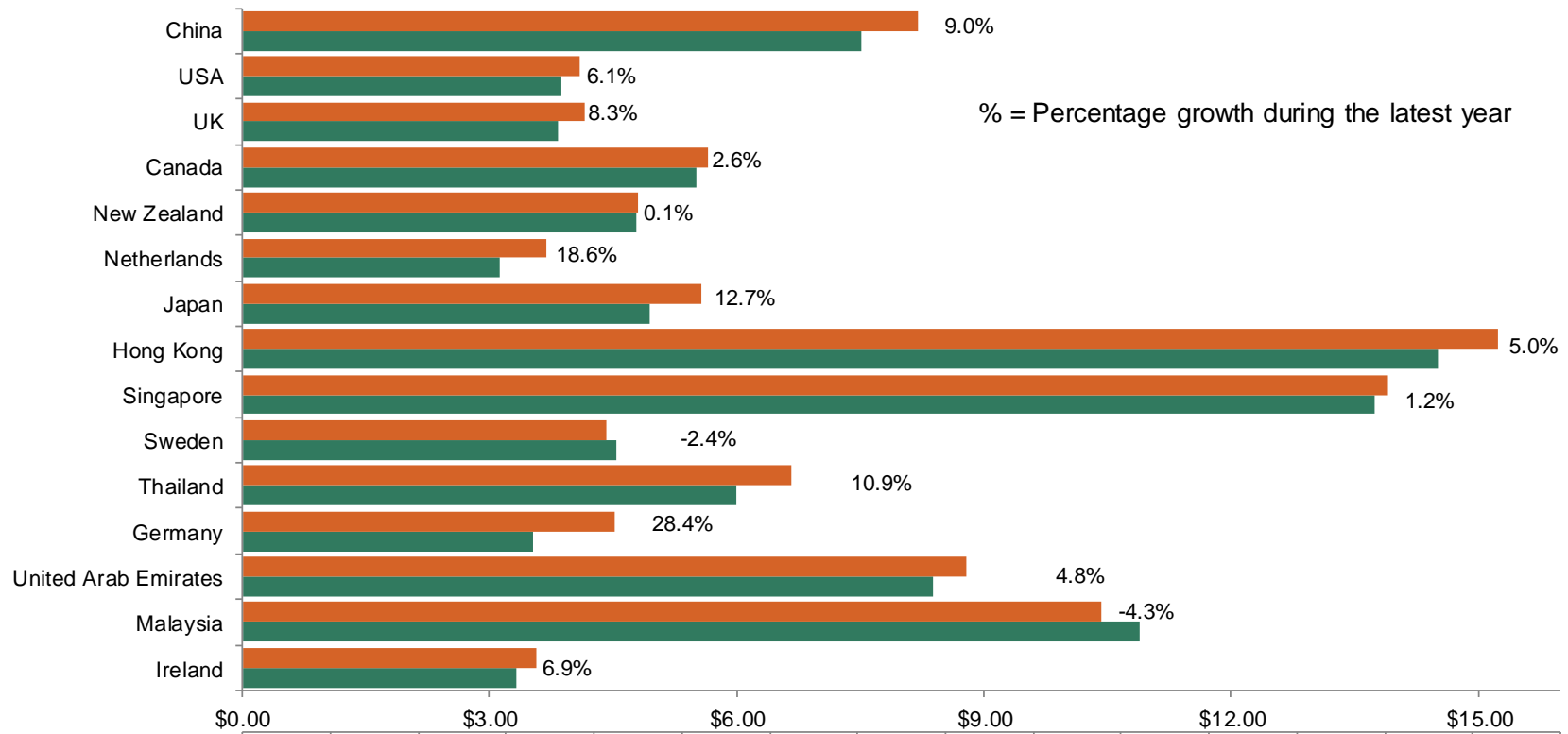
Bottled exports by top 15 destinations

Volume (million litres) for MAT March 2019



Bottled exports by top 15 destinations

Average value (A\$ per litre) for MAT March 2019



	Ireland	Malaysia	United Arab Emirates	Germany	Thailand	Sweden	Singapore	Hong Kong	Japan	Netherlands	New Zealand	Canada	UK	USA	China
2019	\$3.56	\$10.43	\$8.78	\$4.53	\$6.66	\$4.43	\$13.91	\$15.24	\$5.58	\$3.70	\$4.79	\$5.64	\$4.15	\$4.10	\$8.19
2018	\$3.33	\$10.89	\$8.39	\$3.52	\$6.00	\$4.54	\$13.75	\$14.51	\$4.95	\$3.12	\$4.79	\$5.50	\$3.83	\$3.86	\$7.51

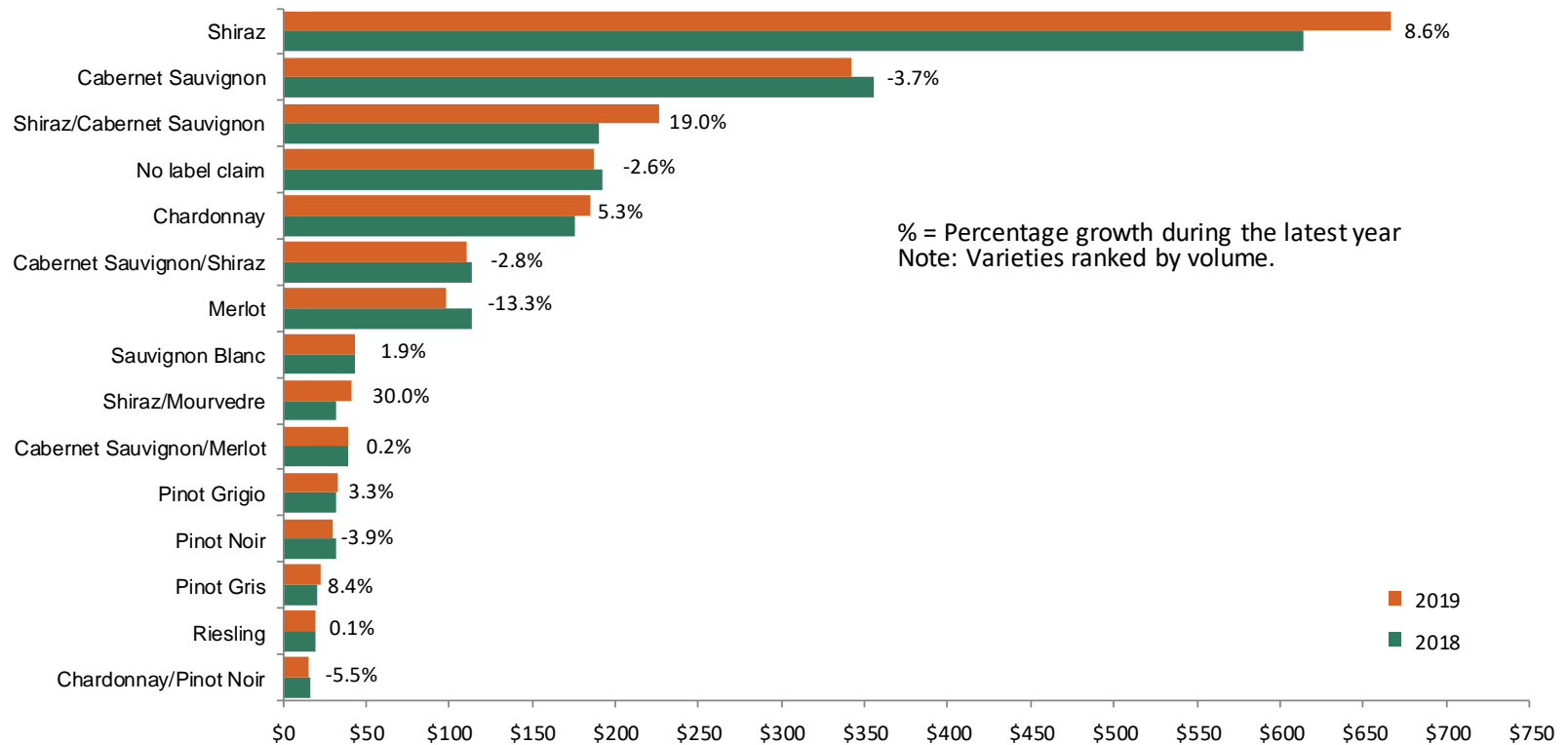
Bottled exports by top 15 variety label claims

MAT March 2019

Top 15 variety label claims	Volume (million litres)		Value (A\$ million FOB)		Average value (\$A per litre FOB)	
	2019	Change	2019	Change	2019	Change
Shiraz	87.83	-2%	666.73	9%	7.59	11%
Cabernet Sauvignon	51.00	-2%	342.22	-4%	6.71	-1%
Shiraz/Cabernet Sauvignon	31.42	-6%	226.69	19%	7.21	26%
No label claim	38.32	-8%	187.37	-3%	4.89	6%
Chardonnay	46.15	-3%	185.24	5%	4.01	8%
Cabernet Sauvignon/Shiraz	5.23	0%	110.53	-3%	21.14	-2%
Merlot	24.39	-17%	98.24	-13%	4.03	5%
Sauvignon Blanc	12.31	-1%	43.83	2%	3.56	3%
Shiraz/Mourvedre	1.90	14%	41.52	30%	21.85	14%
Cabernet Sauvignon/Merlot	8.44	-4%	39.63	0%	4.69	5%
Pinot Grigio	7.85	-11%	32.48	3%	4.14	16%
Pinot Noir	4.89	-14%	30.40	-4%	6.22	11%
Pinot Gris	6.57	1%	22.55	8%	3.43	7%
Riesling	3.33	-7%	19.99	0%	6.00	8%
Chardonnay/Pinot Noir	2.93	-5%	15.68	-6%	5.34	-1%

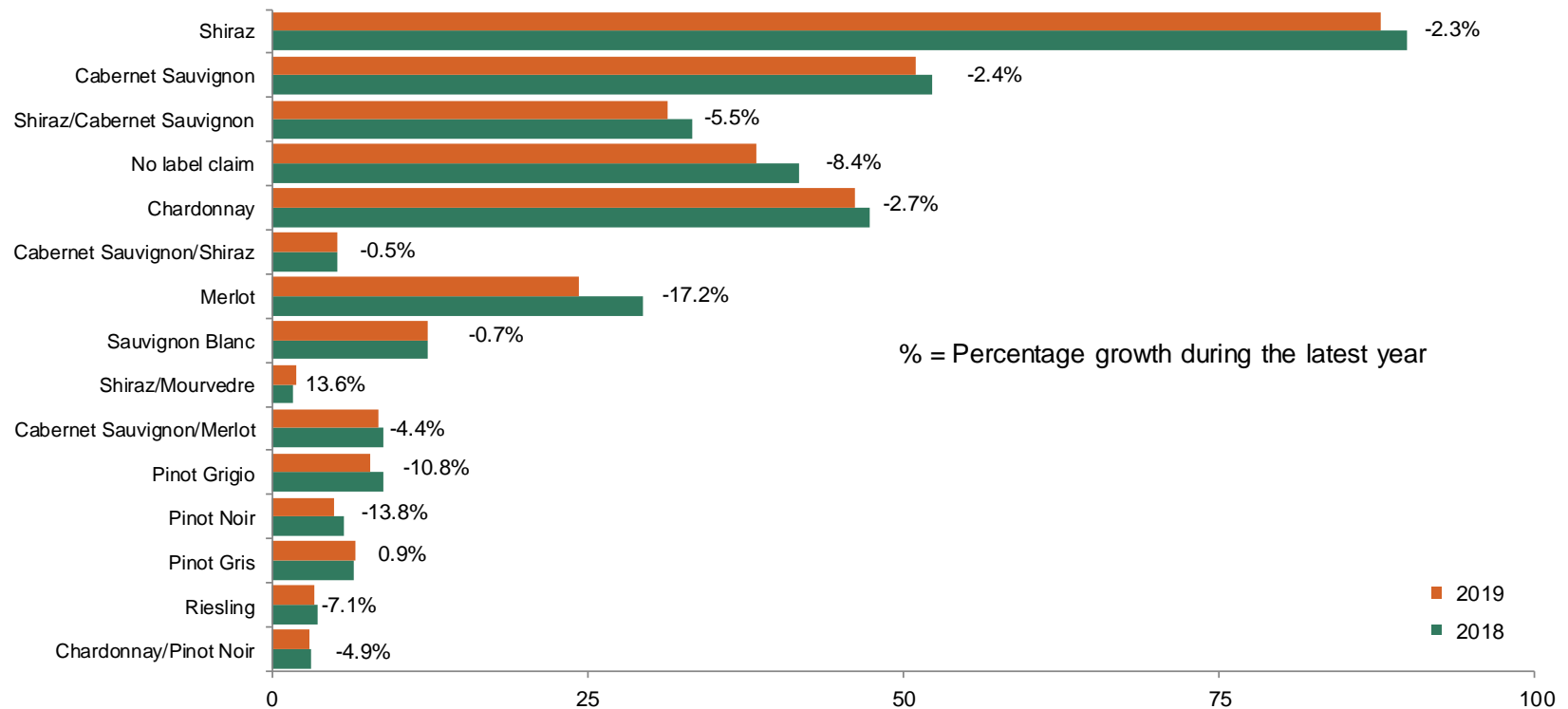
Bottled exports by top 15 variety label claims

Value (million A\$) for MAT March 2019



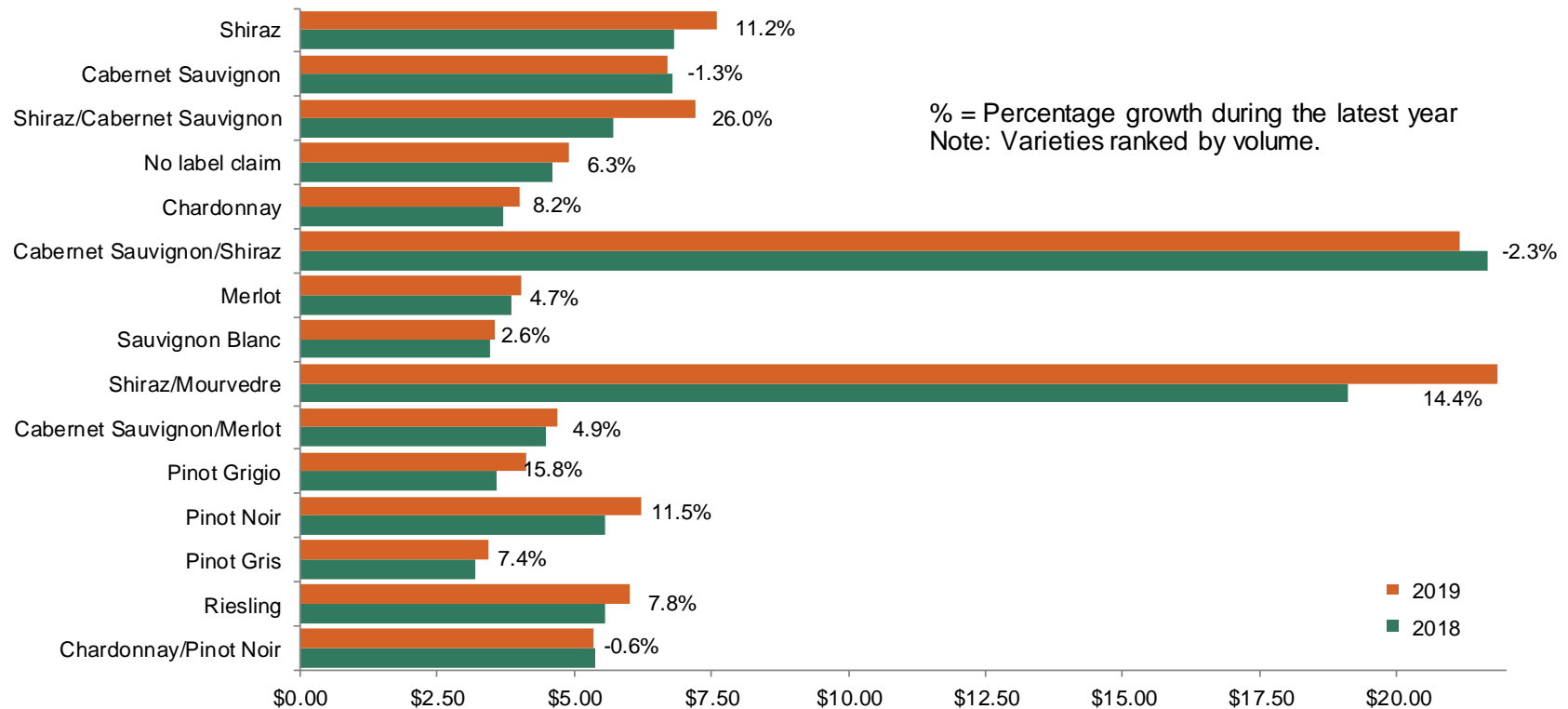
Bottled exports by top 15 variety label claims

Volume (million litres) for MAT March 2019



Bottled exports by top 15 variety label claims

Average Value (A\$ per litre) for MAT March 2019



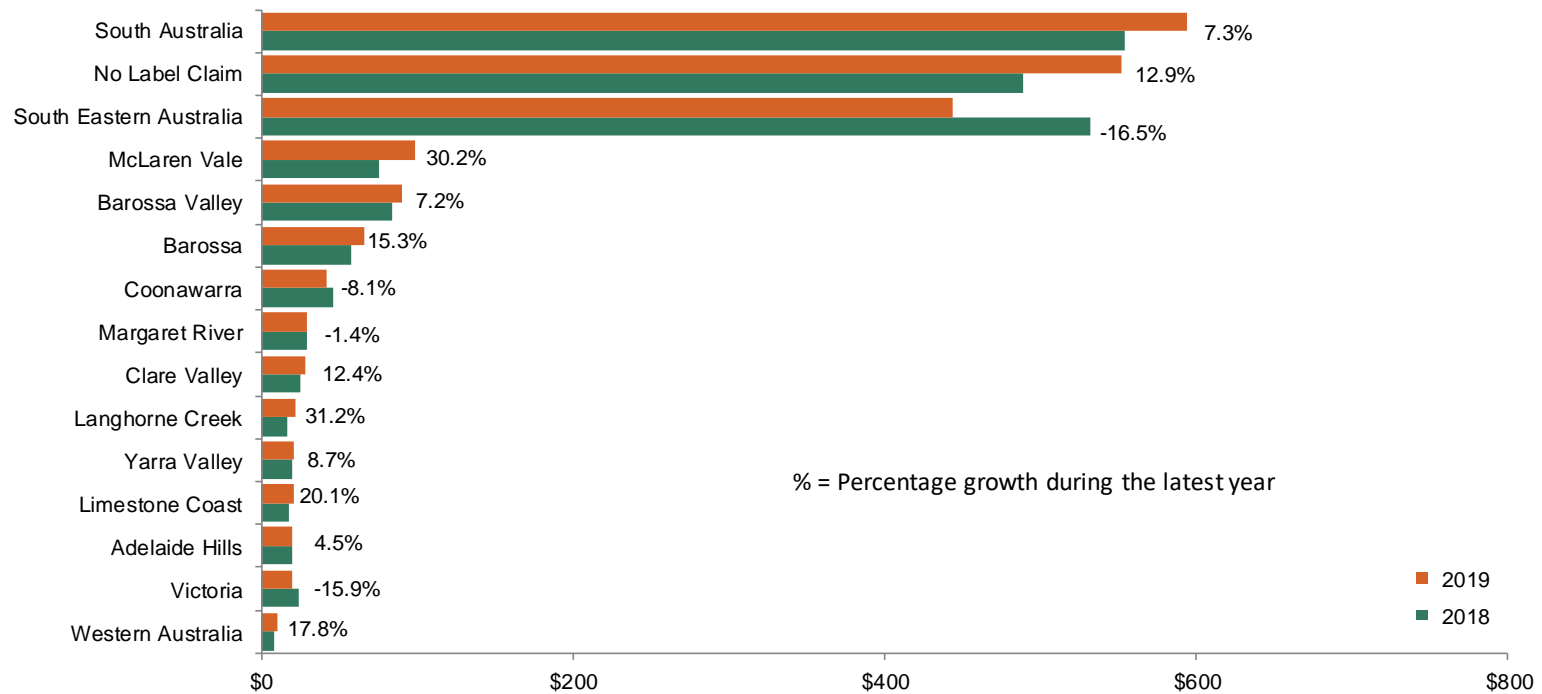
Bottled exports by top 15 GI region label claims

MAT March 2019

Top 15 GI label claims	Volume (million litres)		Value (A\$ million FOB)		Average value (\$A per litre FOB)	
	2019	Change	2019	Change	2019	Change
South Australia	63.11	6%	594.71	7%	9.42	1%
No Label Claim	108.59	8%	552.02	13%	5.08	5%
South Eastern Australia	123.79	-20%	444.29	-17%	3.59	5%
McLaren Vale	8.25	23%	98.02	30%	11.88	6%
Barossa Valley	4.99	5%	89.90	7%	18.00	2%
Barossa	5.63	7%	66.22	15%	11.77	8%
Coonawarra	3.27	-5%	42.10	-8%	12.89	-4%
Margaret River	2.37	-2%	29.04	-1%	12.24	0%
Clare Valley	3.26	5%	28.28	12%	8.68	7%
Langhorne Creek	2.32	13%	21.79	31%	9.41	16%
Yarra Valley	1.30	-6%	21.10	9%	16.19	15%
Limestone Coast	3.25	11%	20.39	20%	6.28	8%
Adelaide Hills	1.90	-8%	19.96	4%	10.48	14%
Victoria	3.03	-20%	19.79	-16%	6.54	5%
Western Australia	1.54	23%	9.87	18%	6.43	-4%

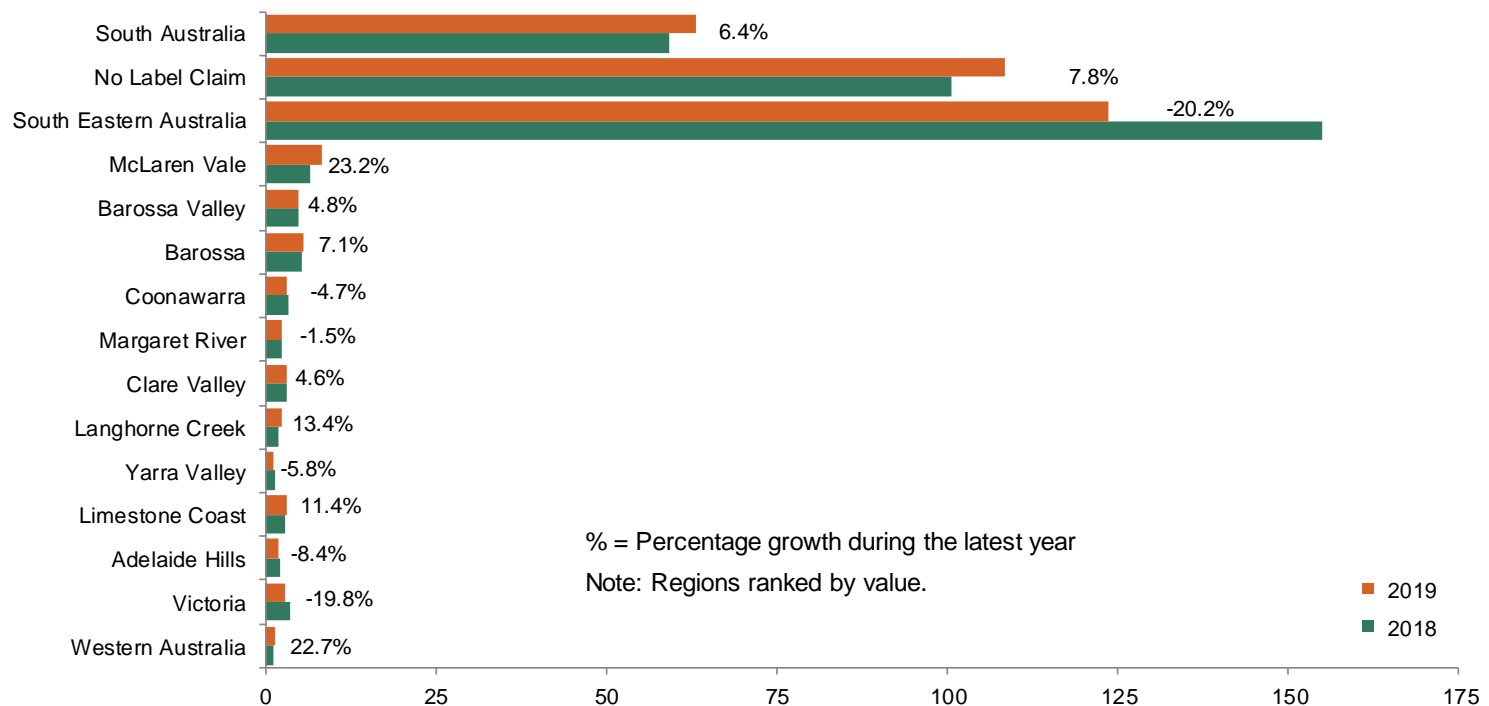
Bottled exports by top 15 GI region label claims

Value (million A\$) for MAT March 2019



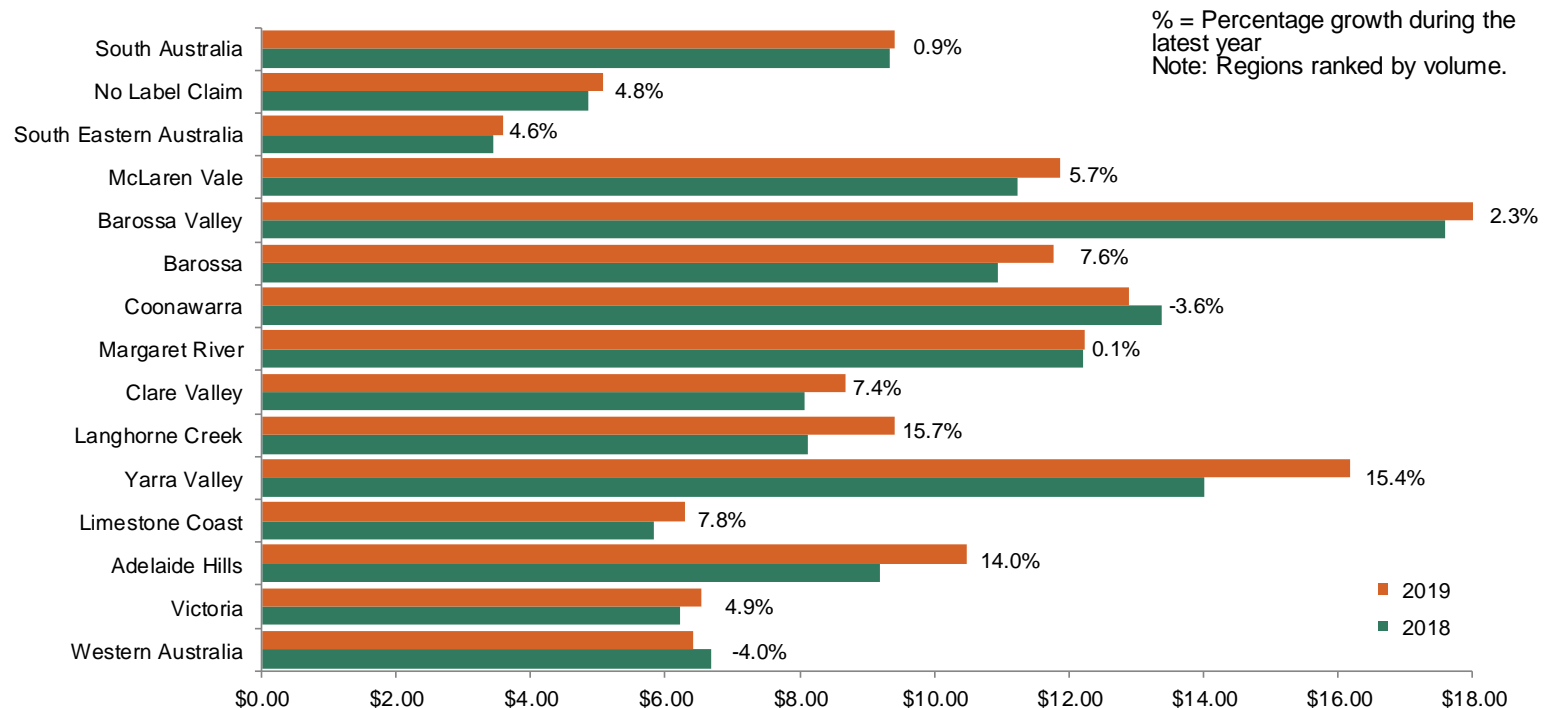
Bottled exports by top 15 GI region label claims

Volume (million litres) for MAT March 2019



Bottled exports by top 15 GI region label claims

Average Value (A\$ per litre) for MAT March 2019

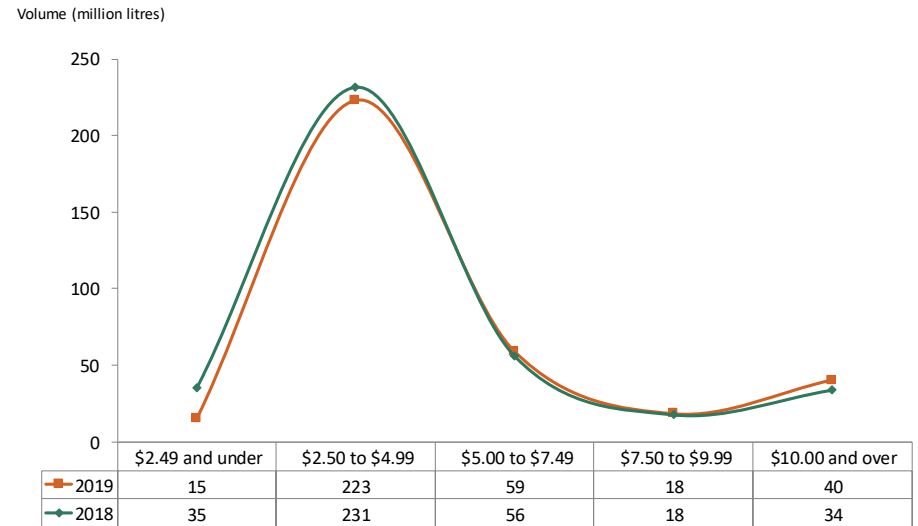


Bottled exports by price point

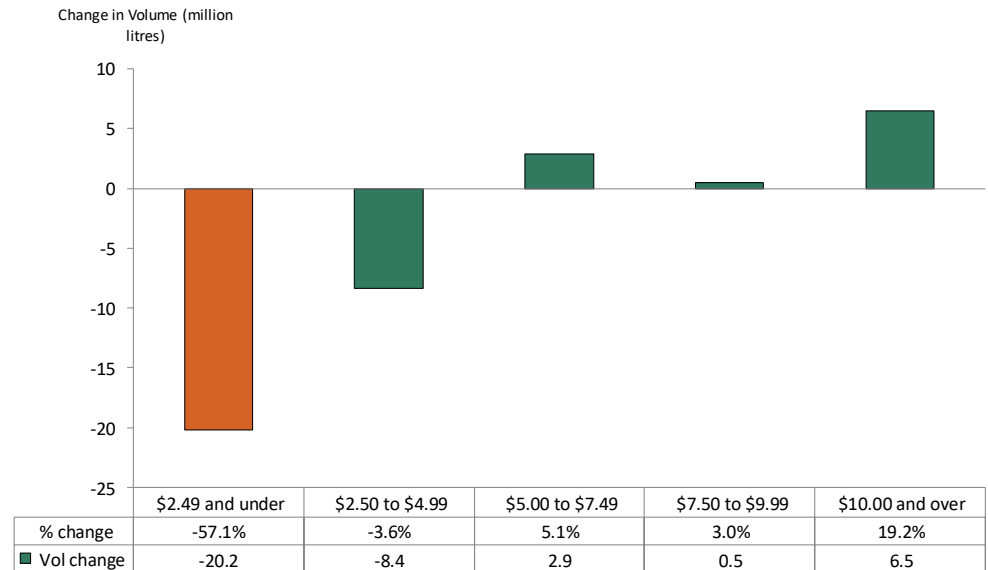
Volume

MAT March 2019

Volume (million litres)



Change in volume (million litres)



Unpackaged wine exports report

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Unpackaged wine exports by price point and destination

Value ('000 A\$) for MAT March 2019

	\$0.50 and under		\$0.50 to \$1.00		\$1.00 to \$1.50		\$1.50 to \$2.00		\$2.00 to \$2.50		\$2.50 and above		Total	
	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %	MAT March 2019 ('000 AUD)	Change %
UK	14	-78%	74,662	-24%	115,154	56%	12,273	65%	2,796	-20%	9,690	24%	214,590	13%
USA	35	na	32,287	-11%	31,358	17%	15,437	72%	1,509	-11%	2,076	-51%	82,702	6%
China	-	na	877	-79%	21,825	-59%	6,045	-12%	7,574	25%	36,220	788%	72,540	-2%
Canada	-	na	9,738	-45%	34,265	77%	1,421	333%	360	55%	-	na	45,784	22%
Germany	-	na	11,846	-38%	20,510	71%	1,688	959%	732	-24%	1,776	-54%	36,552	2%
New Zealand	100	41%	6,977	5%	7,250	39%	699	41%	171	52%	6,220	154%	21,417	43%
Netherlands	-	na	3,399	-44%	6,620	65%	1,064	788%	106	na	-	na	11,189	9%
Denmark	11	20%	2,347	-27%	7,004	115%	950	8%	81	-71%	261	51%	10,654	36%
Belgium	-	na	3,744	-14%	4,428	142%	601	66%	236	392%	-	na	9,009	36%
Japan	-	na	1,985	0%	5,094	93%	1,290	120%	48	1%	411	152%	8,828	63%
Finland	-	na	1,184	-53%	3,799	32%	554	-41%	688	1246%	632	52%	6,856	1%
France	-	na	814	-36%	2,666	-12%	2,145	385%	50	-50%	328	95%	6,003	20%
Sweden	-	na	-	-100%	751	-2%	1,516	98%	432	-75%	1,235	995%	3,934	11%
Thailand	-	na	483	119%	1,516	75%	338	na	-	-100%	-	na	2,337	110%
Switzerland	-	na	610	22%	603	23%	185	151%	110	10%	203	213%	1,710	39%
Spain	-	na	795	399%	357	-20%	251	na	109	na	60	na	1,572	159%
Norway	-	na	-	na	936	6%	-	na	-	na	288	na	1,224	39%
Italy	-	na	637	-27%	-	-100%	199	-28%	2	na	23	-39%	861	-79%
Other	-	na	880	237%	556	43%	665	182%	172	na	538	218%	2,812	166%
Total	161	13%	153,263	-25%	264,693	23%	47,320	63%	15,178	2%	59,958	152%	540,573	11%

Unpackaged wine exports by price point and destination

Volume ('000 litres) for MAT March 2019

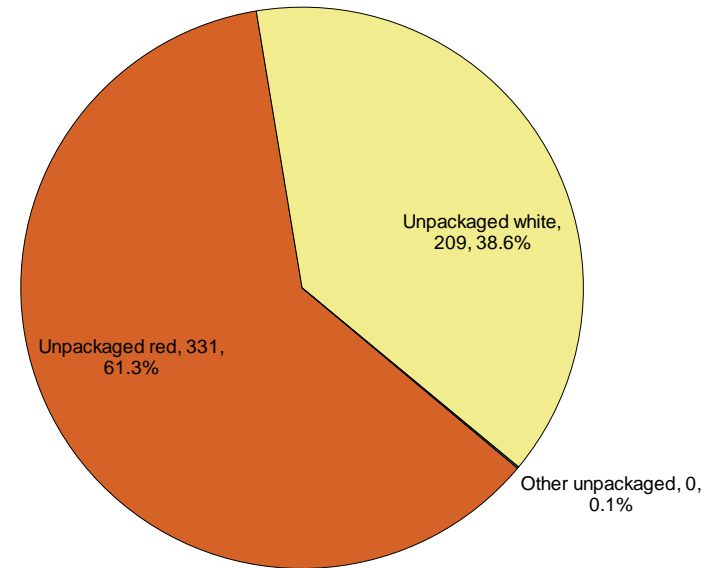
	\$0.50 and under		\$0.50 to \$1.00		\$1.00 to \$1.50		\$1.50 to \$2.00		\$2.00 to \$2.50		\$2.50 and above		Total	
	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %	MAT March 2019 ('000 Litres)	Change %
UK	48	-73%	89,568	-26%	98,817	54%	7,384	71%	1,301	-19%	2,710	25%	199,828	3%
USA	76	na	34,862	-18%	24,311	10%	9,505	70%	695	-15%	556	-47%	70,006	-3%
Canada	-	na	11,621	-42%	29,368	69%	832	339%	173	52%	-	na	41,994	11%
China	-	na	960	-79%	17,350	-61%	3,790	-8%	3,336	22%	7,522	539%	32,958	-42%
Germany	-	na	13,121	-41%	16,447	61%	1,056	1001%	360	-25%	624	-49%	31,607	-8%
New Zealand	256	2%	9,286	-8%	5,990	33%	422	35%	72	49%	1,182	146%	17,208	10%
Netherlands	-	na	3,905	-47%	5,526	60%	696	842%	48	na	-	na	10,175	-6%
Denmark	48	1%	2,661	-33%	5,728	84%	557	9%	35	-71%	61	27%	9,091	16%
Belgium	-	na	4,503	-15%	3,745	129%	365	67%	96	299%	-	na	8,710	21%
Japan	-	na	2,156	-3%	4,462	97%	748	119%	24	0%	120	150%	7,510	53%
Finland	-	na	1,256	-53%	3,168	32%	317	-39%	299	1102%	149	21%	5,189	-9%
France	-	na	912	-38%	2,250	-15%	1,350	454%	24	-52%	93	147%	4,629	4%
Sweden	-	na	-	-100%	596	-4%	858	89%	216	-74%	494	1958%	2,164	1%
Thailand	-	na	552	130%	1,174	69%	216	na	-	-100%	-	na	1,942	105%
Spain	-	na	1,104	557%	290	-25%	144	na	52	na	24	na	1,614	192%
Switzerland	-	na	840	35%	480	25%	120	151%	48	0%	48	99%	1,536	36%
Portugal	-	na	1,200	na	-	na	-	na	-	na	-	na	1,200	na
Italy	-	na	844	-16%	-	-100%	120	-28%	1	na	8	-38%	974	-75%
Other	-	na	48	-83%	1,157	9%	410	185%	76	na	240	358%	1,931	25%
Total	428	-10%	179,398	-27%	220,861	20%	28,890	67%	6,856	-1%	13,832	114%	450,265	-2%

Unpackaged exports by colour/wine style

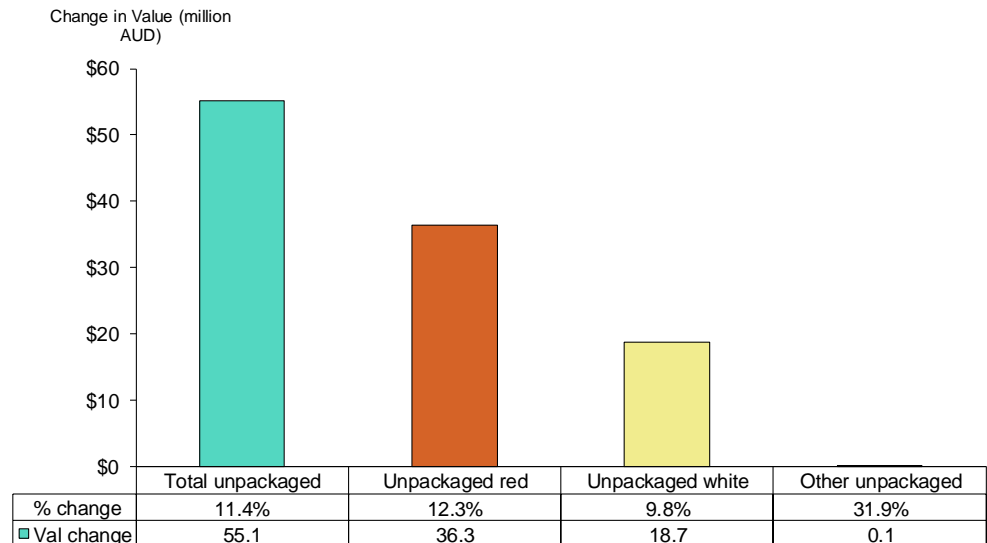
Value

MAT March 2019

Value (A\$ million)



Change in Value (A\$ million)

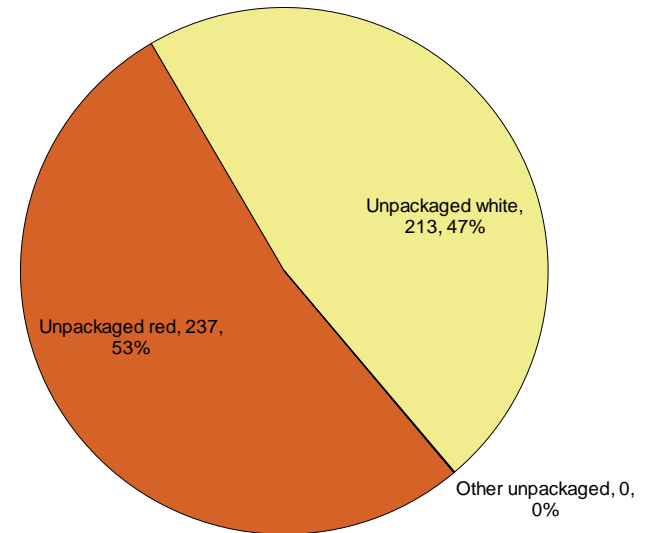


Unpackaged exports by colour/wine style

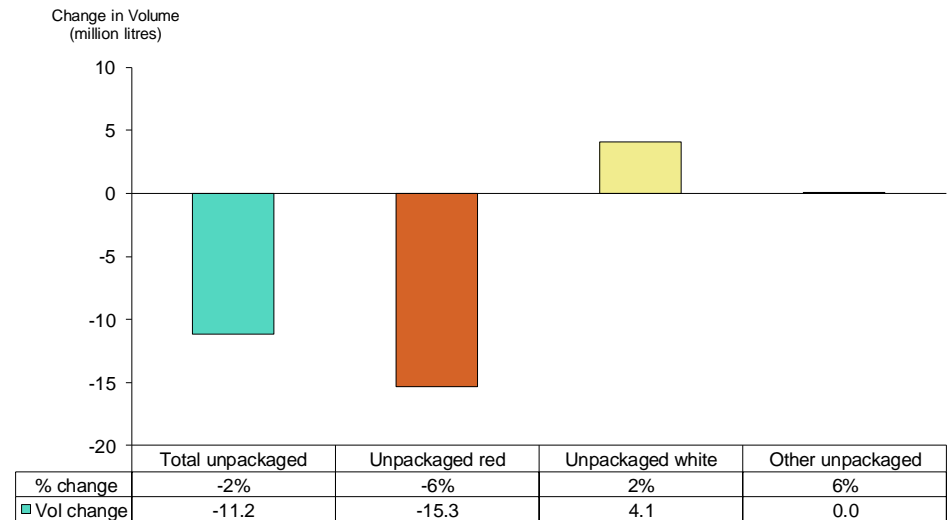
Volume

MAT March 2019

Volume (million litres)



Change in Volume (million litres)



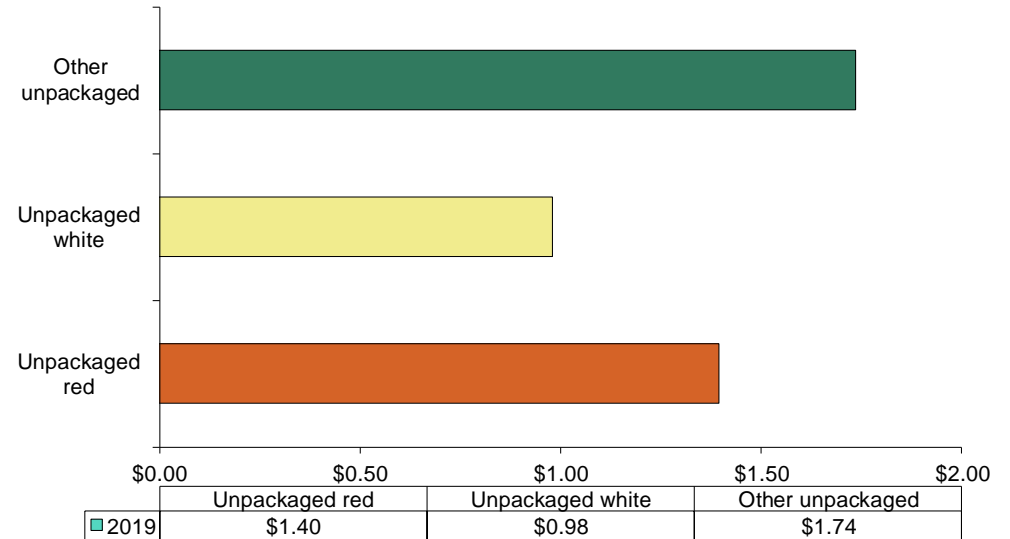
	Total unpackaged	Unpackaged red	Unpackaged white	Other unpackaged
% change	-2%	-6%	2%	6%
Vol change	-11.2	-15.3	4.1	0.0

Unpackaged exports by colour/wine style

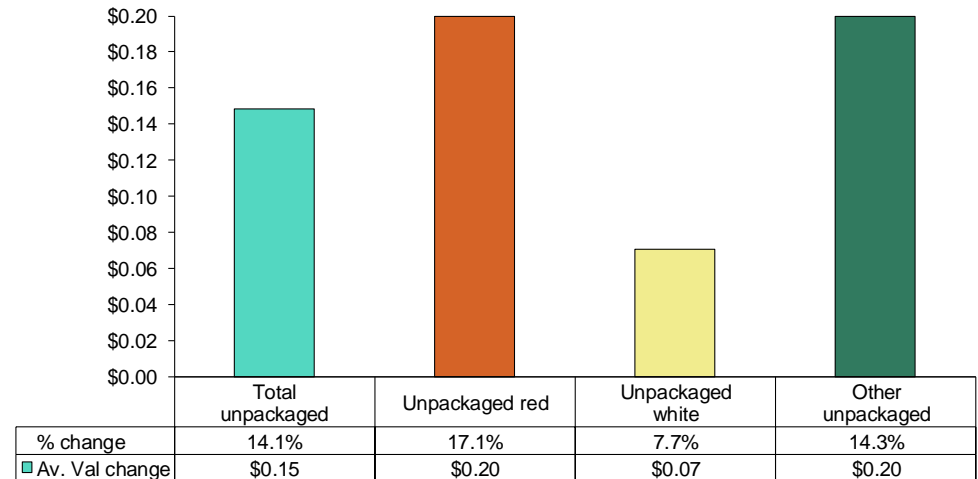
Average value

MAT March 2019

Average value (A\$ per litre)

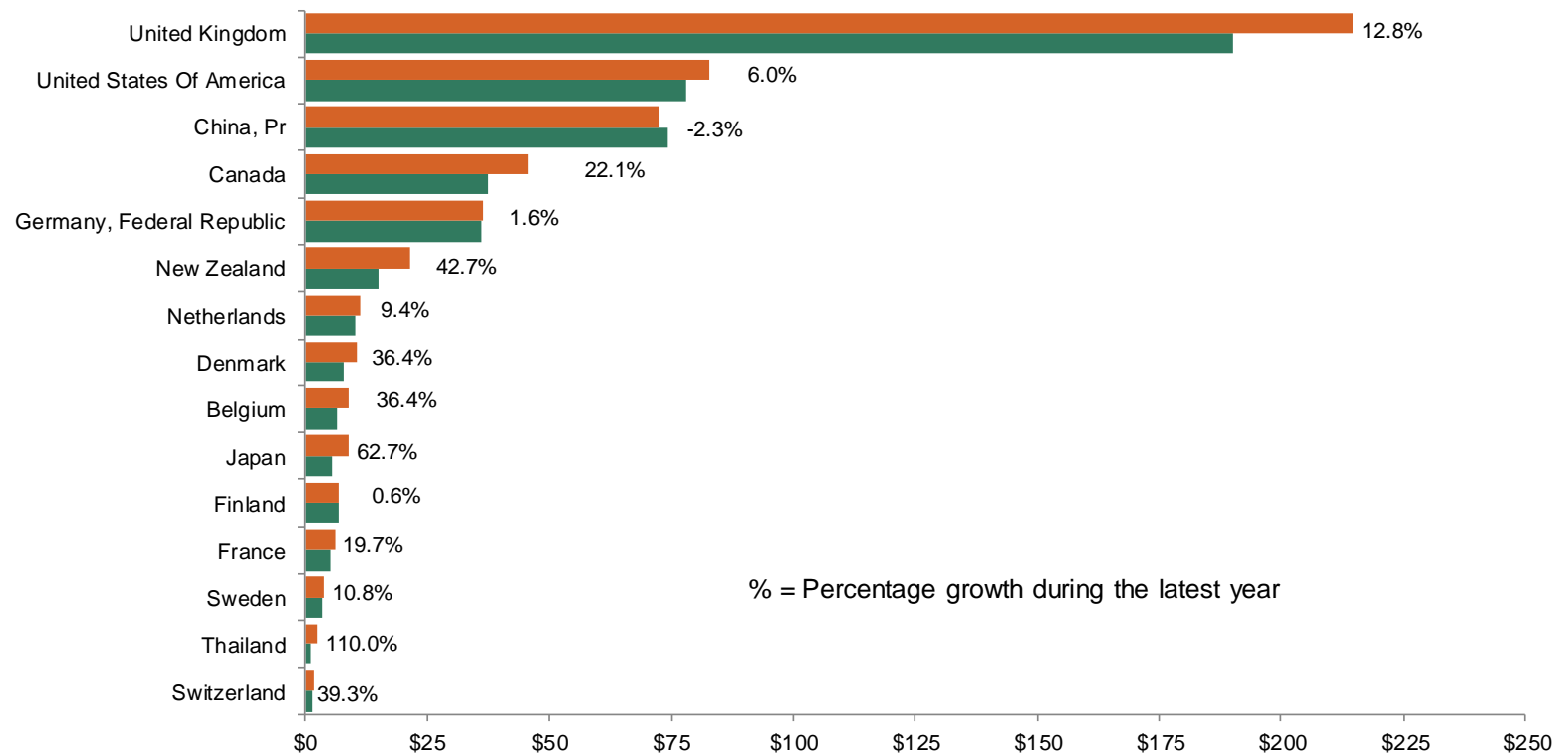


Change in average value (A\$ per litre)



Unpackaged exports by top 15 destinations

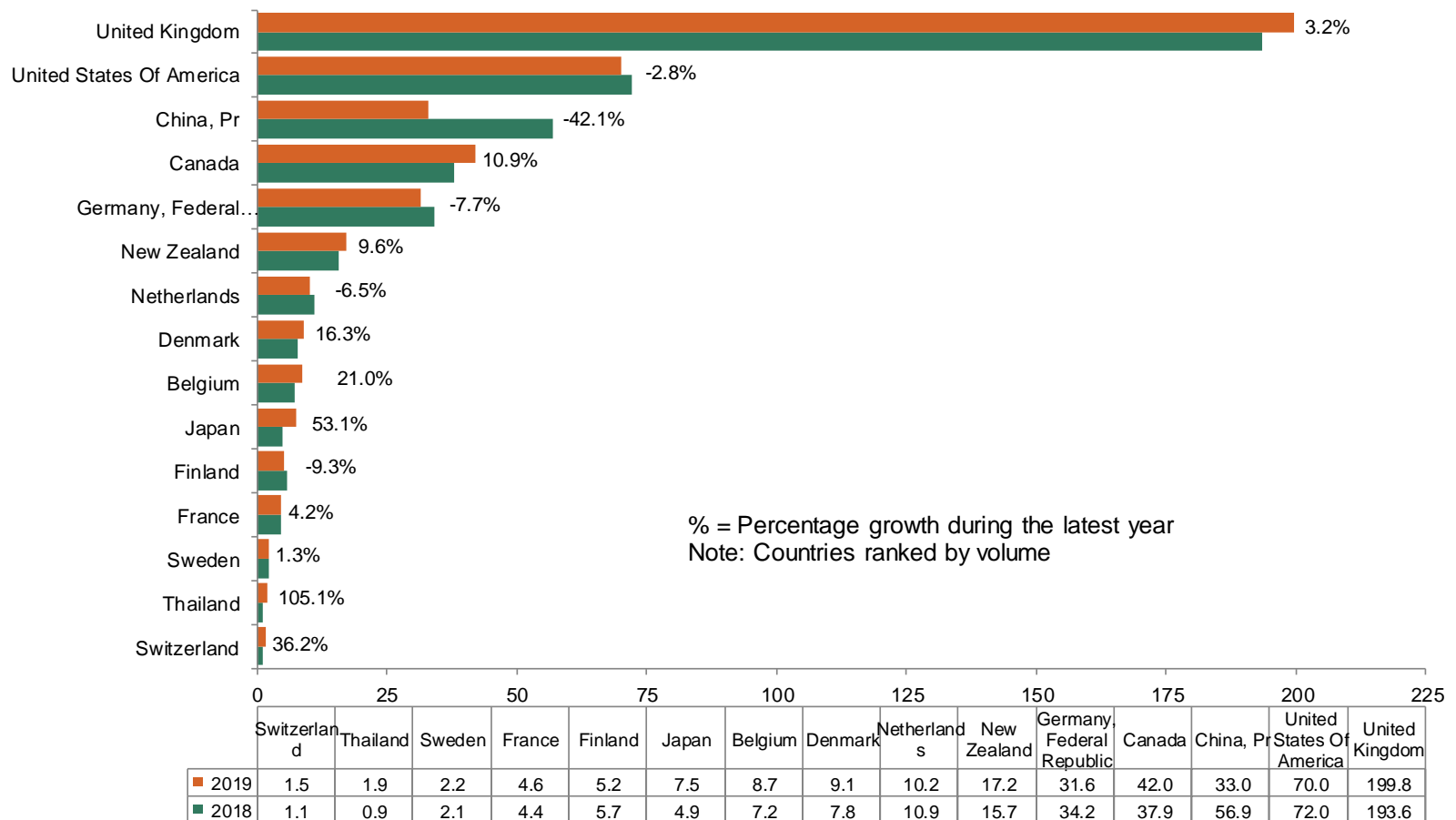
Value (million A\$) for MAT March 2019



	Switzerland	Thailand	Sweden	France	Finland	Japan	Belgium	Denmark	Netherlands	New Zealand	Germany, Federal Republic	Canada	China, Pr	United States Of America	United Kingdom
2019	1.7	2.3	3.9	6.0	6.9	8.8	9.0	10.7	11.2	21.4	36.6	45.8	72.5	82.7	214.6
2018	1.2	1.1	3.6	5.0	6.8	5.4	6.6	7.8	10.2	15.0	36.0	37.5	74.2	78.0	190.2

Unpackaged exports by top 15 destinations

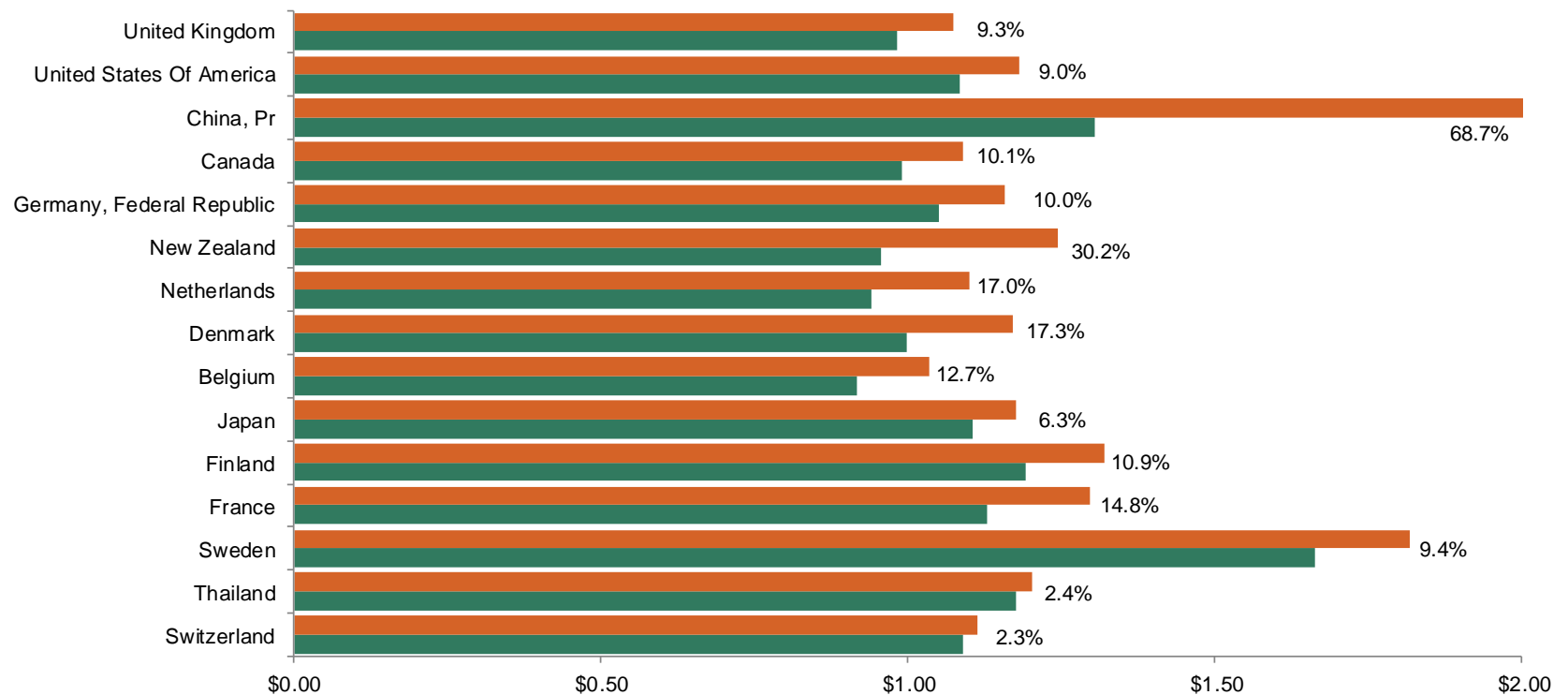
Volume (million litres) for MAT March 2019



Unpackaged exports by top 15 destinations

Average Value (A\$ per litre) for MAT March 2019

% = Percentage growth during the last year
Note: Destinations ranked by value



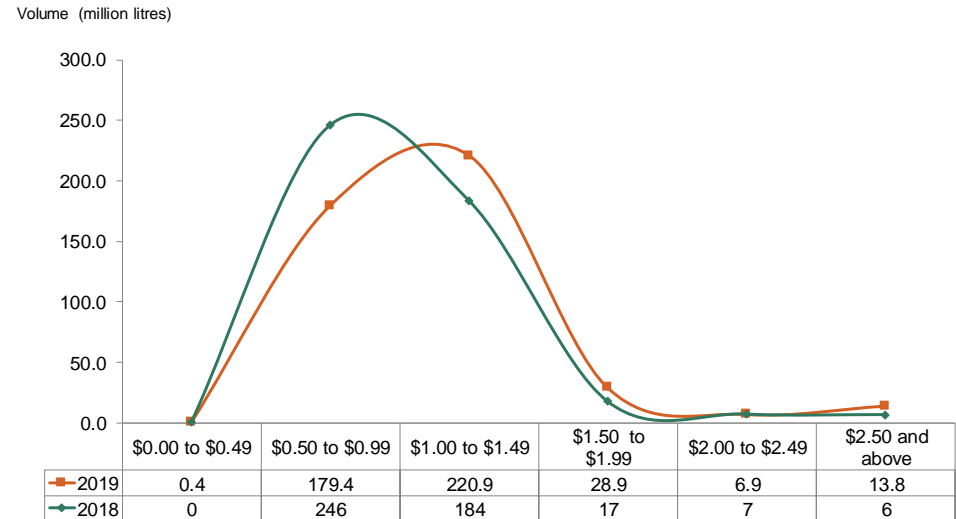
	Switzerland	Thailand	Sweden	France	Finland	Japan	Belgium	Denmark	Netherlands	New Zealand	Germany, Federal Republic	Canada	China, Pr	United States Of America	United Kingdom
2019	\$1.11	\$1.20	\$1.82	\$1.30	\$1.32	\$1.18	\$1.03	\$1.17	\$1.10	\$1.24	\$1.16	\$1.09	\$2.20	\$1.18	\$1.07
2018	\$1.09	\$1.18	\$1.66	\$1.13	\$1.19	\$1.11	\$0.92	\$1.00	\$0.94	\$0.96	\$1.05	\$0.99	\$1.30	\$1.08	\$0.98

Unpackaged exports by price point

Volume

MAT March 2019

Volume (million litres)



Change in Volume (million litres)



Notes & Definitions

Disclaimer: While Wine Australia makes every effort to ensure the accuracy and currency of information within this report, we accept no responsibility for information, which may later prove to be misrepresented or inaccurate, or reliance placed on that information by readers.

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- **Export Approvals:** Wine approved by the Wine Australia for export on specified dates. Exports reported in this document refer to the date wine is shipped and not the date of approval. Note that the A\$ FOB value of wine reported in this document may differ from export values reported by the Australian Bureau of Statistics (ABS). The divergence between the two values derives from differences between the Wine Australia and ABS in the method of converting the value of exports denominated in foreign currency to A\$. In the case of Australia, the exporter makes the conversion when submitting wine for export approval while the ABS converts the value on the day of shipment, at the daily conversion rate. With the Wine Australia method, it is expected that some of the conversions will occur at hedged rates while this does not occur with the ABS method. When the Australian exchange rate is moving significantly the alternative methods will result in diverging valuations. Volumes reported by the Wine Australia and ABS differ only marginally due to the “approval” versus “shipment” basis of reporting as well as marginal differences in scope and definition.
- **MAT:** Moving Annual Total - refers to the twelve months ending with the nominated month.
- **% Change :** Is calculated as the percentage change in the MAT for the immediate past 12 months compared to the preceding 12 months.
- **Formula:** $\% \text{ Change} = ((\text{current MAT} - \text{preceding MAT}) / \text{preceding MAT}) \times 100$
- **A\$:** Australian dollars
- **FOB:** 'Free on board' value of the wine, where the point of valuation is where goods are placed on board the international carrier, at the border of the exporting country. The FOB value includes production and other costs up until placement on the international carrier but excludes international insurance and transport costs.
- **Country:** In most instances, this indicates where the wine is consumed. In some instances, it may be the country at which the wine is off-loaded for bottling and/or trans-shipment to the country of final consumption.

Notes & Definitions (continued)

- **Still wine:** Still wine in bottles, casks, flagons or bulk containers.
- **Unpackaged:** Wine shipped for repackaging elsewhere. This may involve containers with a capacity of 20 litres or more but will most often mean large shipping containers of size ranging between 10 000 and 24 000 litres.
- **Cask or Soft packs:** Plastic containers within cardboard outers usually carrying between 2 and 20 litres.
- **Flagons:** Glass containers holding 2 litres or more.
- **Bottles:** Glass containers holding less than 2 litres.
- **Alternative Packaging:** Includes: Flagon, Tetra-pak, PET and Aluminium
- **Red Wine:** Amounts reported may or may not include both dry red wine and rose
- **White wine:** Amounts reported may or may not include both dry and sweet white wine
- **Fermented sparkling:** Sparkling wine in which the effervescence is produced naturally through secondary fermentation in the bottle.

Wine Australia providing insights on **Australian Wine**

Export Report