Wine Australia for Australian Wine

Export Report

12 months to 30 September 2020

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Executive summary

- Value at the highest level since 2007.
- Strong growth in last quarter.
- Top five markets in growth.
- Driven by growth in both commercial/value and premium wine exports.
- UK and USA growth is coming at commercial/value end while premium growth remains strong to China.
- The larger exporters (those who export above $5 million annually) are driving growth.

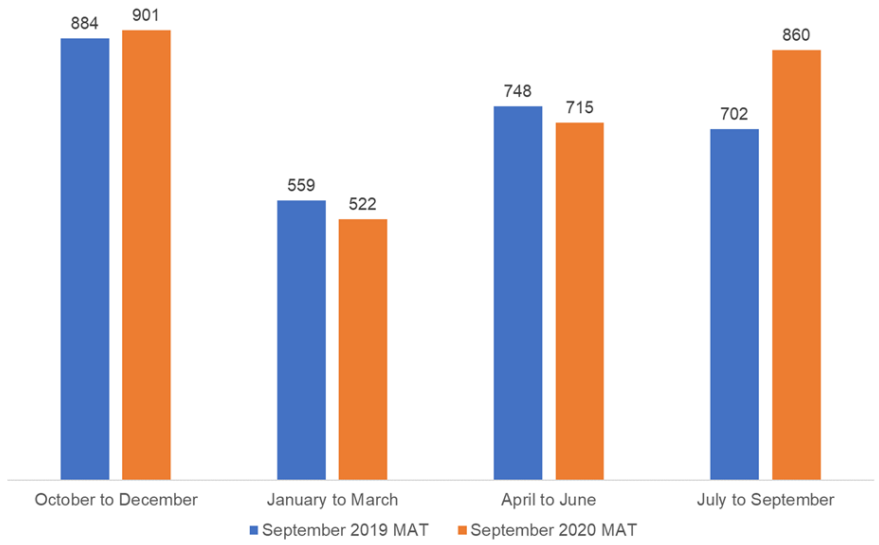
Commentary

Overview

In the 12 months ended September 2020, the value of Australian wine exports increased by 4 per cent to $2.998 billion while volume declined by 0.4 per cent to 771 million litres (85.7 million cases). The average value of exports increased by 4 per cent to $3.89 per litre.

Value is at the highest level since exports hit the $3 billion mark in the second half of calendar year 2007. The growth in value was predominantly driven by growth in exports to the United Kingdom (UK) and mainland China. And the growth has been particularly strong in the last quarter of the 12-month period (see Figure 1). In July to September 2020, the value of exports increased by 23 per cent compared to the same period in 2019. This comes after declines of 4 per cent in the April to June quarter and 7 per cent in the January to March quarter.

Figure 1: Value of exports by quarter (A$ million FOB)



Container type

Exports in glass bottles increased by 2 per cent in value to $2.4 billion and decreased by 3 per cent in volume to 336 million litres (37 million 9-litre case equivalents). This translated to 5 per cent increase in the average value of bottled exports to an equal record $7.14 per litre (also achieved in the 12 months ended April 2020). This rise in average value is due to an increase in exports at high end of the price spectrum (see price segment section below).

Unpackaged wine exports increased by 13 per cent in value to $576 million and 2 per cent in volume to 427 million litres (47 million 9-litre case equivalents). The average value of unpackaged wine exports increased by 10 per cent to $1.35 per litre. The average value of unpackaged exports has remained high, at levels not seen since late 2004, due to the relative short supply of Australian wine in an already constrained global supply situation.

Price segment

There was growth in most price segments, but the growth was particularly strong at the low and high ends. This is consistent with trends in major wine markets around the world throughout the COVID-19 pandemic, with growth in premium wines continuing but also a resurgence in commercial and value wines.

Exports below $2.50 per litre increased by 8 per cent, driven by growth in unpackaged exports to the UK and other European destinations such as Germany and Denmark. There was also solid growth at $5.00 to $7.50 per litre.

The strongest growth came at the high-end. Exports at $50 or more per litre increased by 34 per cent in value to $438 million.

The overall $10 or more segment increased by 4 per cent to $1.09 billion.

Commentary (continued)

Figure 2: Total exports by price segment ($ million FOB)

Price segment (A$/litre)	MAT September 2020	Value change	Growth rate
$2.49 and under	$528	$40	8.1%
$2.50 to $4.99	$829	$11	1.3%
$5.00 to $7.49	$385	$10	2.7%
$7.50 to $9.99	$162	-$0.6	-0.4%
$10.00 to $14.99	$230	-$37	-13.9%
$15.00 to $19.99	$87	$8	10.3%
$20.00 to $29.99	$204	-$43	-17.4%
$30.00 to $49.99	$135	$5	4.0%
$50.00 to $99.99	$313	$92	41.6%
$100.00 to $199.99	$59	$3	5.5%
$200.00 and over	$66	$16	32.6%
Total value	$2,998	$105	3.6%

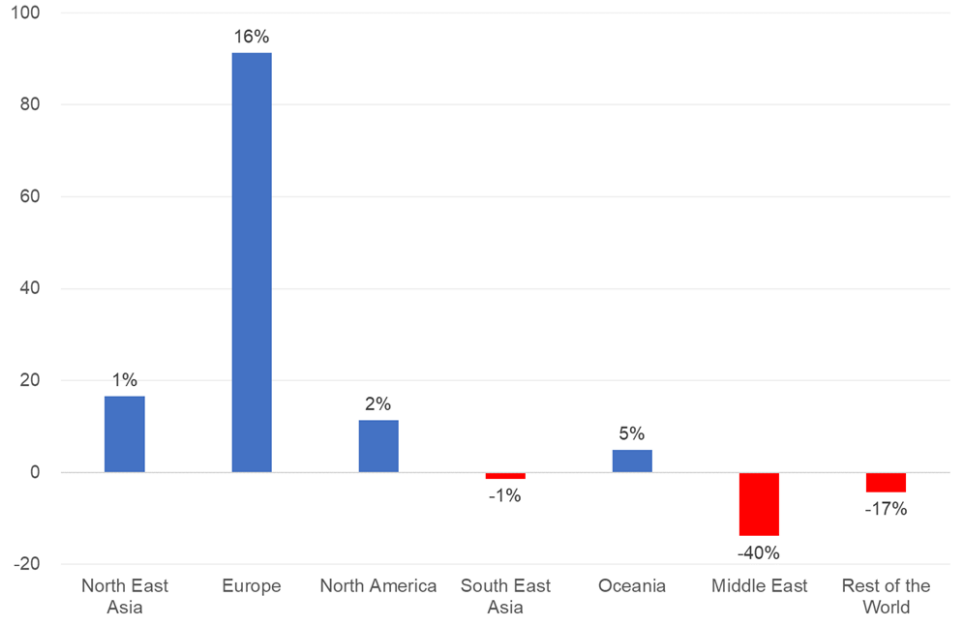
Destinations

In the 12 months ended September 2020, Australian exporters shipped wine to 117 destinations (down from 123 destinations in the same period in 2019).

The most significant growth came in exports to Europe, up 16 per cent to $678 million and over-taking North America in value terms for the first time since 2011. Most other major regions also recorded value growth:

- North East Asia, by 1 per cent to $1.4 billion
- North America, by 2 per cent to $636 million, and
- Oceania, by 5 per cent to $111 million.

Figure 3: Change in value of exports by region



The top five destinations by value all recorded growth. They were:

- Mainland China, up 4 per cent to $1.2 billion
- United States of America (USA), up 1 per cent to $439 million
- UK, up 18 per cent to $430 million
- Canada, up 4 per cent to $196 million, and
- New Zealand, up 9 per cent to $103 million.

New Zealand is back in the top 5 markets by value for the first time since 2011. Singapore dropped one place to sixth after the value of exports declined by 1 per cent.

Commentary (continued)

The top five destinations by volume were:

- UK, up 10 per cent to 256 million litres
- USA, down 4 per cent to 141 million litres
- Mainland China, down 12 per cent to 123 million litres
- Canada, down 7 per cent to 56 million litres, and
- Germany, up 7 per cent to 35 million litres.

China

Australian wine exports to China (including Hong Kong and Macau) increased by 1 per cent in value to $1.26 billion and decreased 12 per cent in volume to 130 million litres (14.4 million 9-litre case equivalents) in the 12 months ended September 2020. The average value of exports increased by 15 per cent to $9.72 per litre FOB, a record level.

Mainland China

Exports to mainland China increased by 4 per cent in value to $1.17 billion and decreased by 12 per cent in volume to 123 million litres (13.7 million 9-litre case equivalents). Average value increased by 18 per cent to $9.54 per litre FOB. The average value of Australia's exports to mainland China is two-and-a-half times the average of total Australian exports.

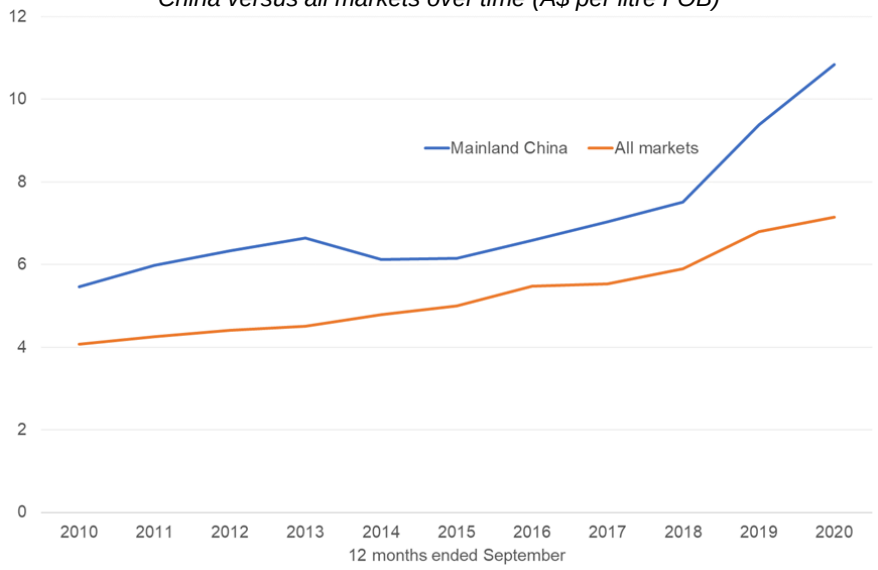
Exports at the lowest price segments to mainland China declined significantly during the year (see Figure 4). In contrast, higher priced exports recorded exceptional growth, especially at $30 or more per litre.

Almost two-thirds of Australia's exports to mainland China are priced at $10 or more per litre. The premium focus has seen the average value of bottled exports to mainland China grow consistently over the last decade (see Figure 5).

Figure 4: Exports to mainland China by price segment ($ million FOB)

Price segment (A$/litre)	MAT September	Value change	Growth rate
$2.49 and under	$22	-$10	-31.0%
$2.50 to $4.99	$189	-$27	-12.6%
$5.00 to $7.49	$161	-$1	-0.5%
$7.50 to $9.99	$63	$4.7	7.9%
$10.00 to $14.99	$121	-$27	-18.3%
$15.00 to $19.99	$58	$15	33.3%
$20.00 to $29.99	$137	-$41	-23.1%
$30.00 to $49.99	$100	$11	12.9%
$50.00 to $99.99	$240	$96	66.4%
$100.00 to $199.99	$44	$13	39.5%
$200.00 and over	$36	$8	29.0%
Total value	$1,173	$41	3.6%

Figure 5: Average value of Australian bottled exports to mainland China versus all markets over time (A$ per litre FOB)



Commentary (continued)

United States of America

After declining in the 12 months ended June 2020, Australian exports to the USA increased by 1 per cent to $439 million in the 12 months ended September 2020. Volume declined by 4 per cent to 141 million litres (15.6 million 9-litre cases equivalents), which was offset by a 5 per cent increase in the average value to $3.12 per litre.

Figure 6 shows that the growth in exports to the USA was driven by the $2.50 to $4.99 per litre segment (up 9 per cent to $291 million) and, to a less extent, $5.00 to $7.49 per litre segment (up 5 per cent to $24 million).

Exports at higher price points declined.

Figure 6: Exports to USA by price segment ($ million FOB)

Price segment (A$/litre)	MAT September	Value change	Growth rate
$2.49 and under	$76	-$4	-5.0%
$2.50 to $4.99	$291	$24	9.0%
$5.00 to $7.49	$24	$1	5.0%
$7.50 to $9.99	$11	-$7.6	-39.9%
$10.00 to $14.99	$17	-$4	-19.5%
$15.00 to $19.99	$5	-$4	-44.7%
$20.00 to $29.99	$8	$0	0.3%
$30.00 to $49.99	$4	-$1	-20.0%
$50.00 to $99.99	$2	-$1	-20.2%
$100.00 to $199.99	$1	$0	-0.9%
$200.00 and over	$0	$0	-50.2%
Total value	$439	$4	0.9%

United Kingdom

In the 12 months ended September 2020, exports to the UK increased by 18 per cent in value to $430 million and 10 per cent in volume to 256 million litres (28.4 million 9-litre case equivalents). The value of exports to the UK is at the highest level since 2011. The impending Brexit deadline of 1 January 2021 has also encouraged some stockpiling by the larger companies in preparation for any potential disruption.

Figure 7 shows that the growth is coming predominantly at below $5 per litre. It is important to note that 85 per cent of Australia's exports to the UK are shipped unpackaged before being packaged in-market. This includes some of Australia's major commercial brands as well as buyers-own brands. Furthermore, some Australian wine that is packaged in the UK is then re-shipped to other markets in Europe. At present, wine sent in bulk to the UK and then bottled there for onward shipment can carry the same label for the UK and EU markets through the Brexit transitional agreement, which ends on 31 December 2020.

Figure 7: Exports to UK by price segment ($ million FOB)

Price segment (A$/litre)	MAT September	Value change	Growth rate
$2.49 and under	$252	$45.5	22.0%
$2.50 to $4.99	$115	$16.2	16.4%
$5.00 to $7.49	$24	-$0.8	-3.2%
$7.50 to $9.99	$15	$1.3	10.0%
$10.00 to $14.99	$12	$1.3	12.6%
$15.00 to $19.99	$3	-$0.2	-5.9%
$20.00 to $29.99	$3	-$0.1	-4.1%
$30.00 to $49.99	$4	$1.2	43.9%
$50.00 to $99.99	$1	-$0.1	-9.6%
$100.00 to $199.99	$1	$0.4	174.3%
$200.00 and over	$1	$0.5	134.0%
Total value	$430	$65	17.9%

Commentary (continued)

Exporter size

In the 12 months ended September 2020, 2763 companies exported wine (down 32 on the same period in 2019).

Export performances vary by company size. The larger exporters – those who export $5 million or more – are driving growth, while the value of exports declined for the smaller exporters in aggregate (see Figure 8).

There are six companies that exported more than $50 million and they accounted for 59 per cent of the value of exports. This group in aggregate saw exports increase by 9 per cent, and they drove the overall value growth, particularly in the commercial/value price segments.

There was also strong growth in those exporting between $10 million and $50 million (up 8 per cent) and $5 million to $10 million (up 15 per cent).

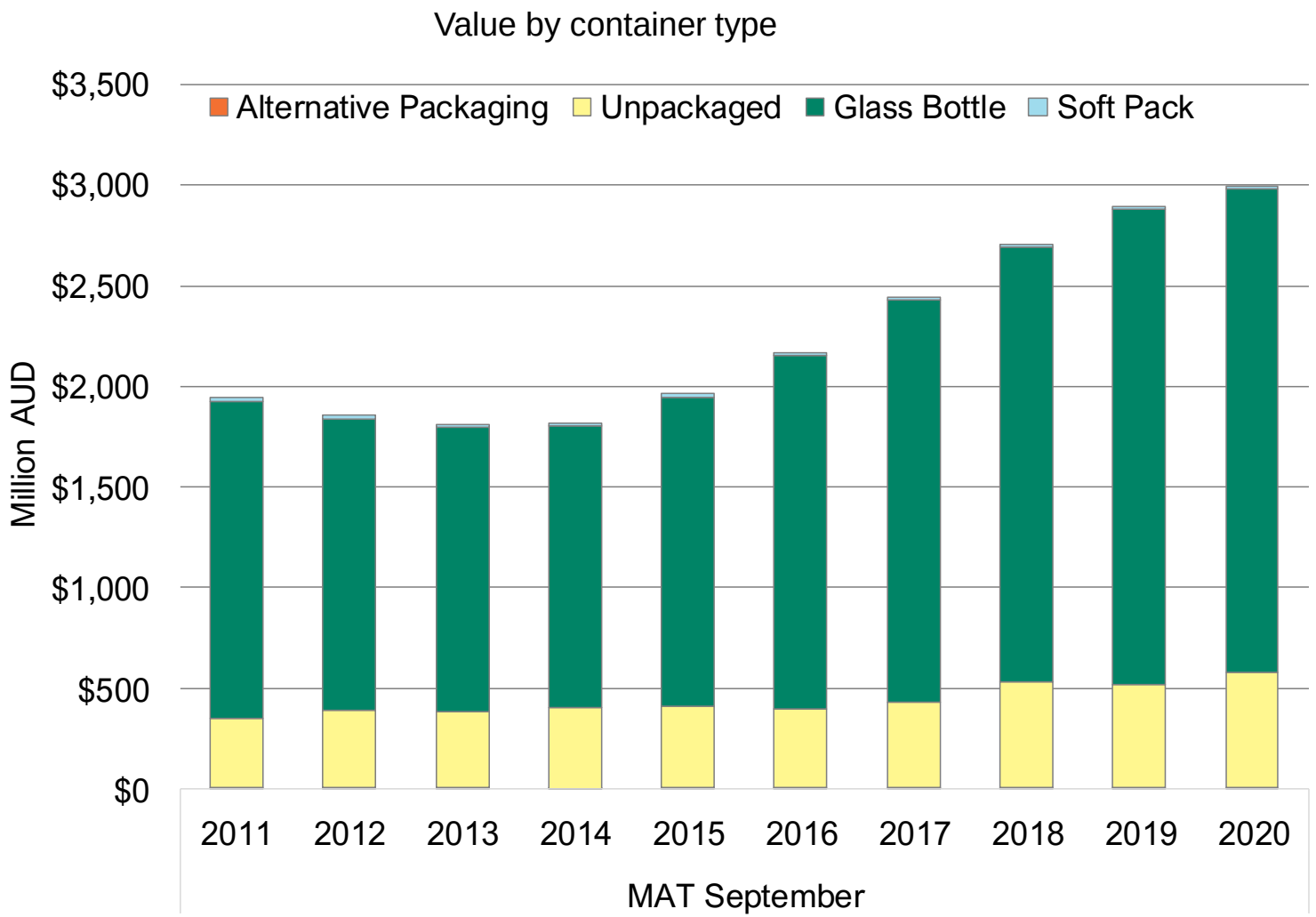
Those exporting less than $1 million were hardest hit, down in aggregate by 14 per cent.

Figure 8: Value of exports to exporter size

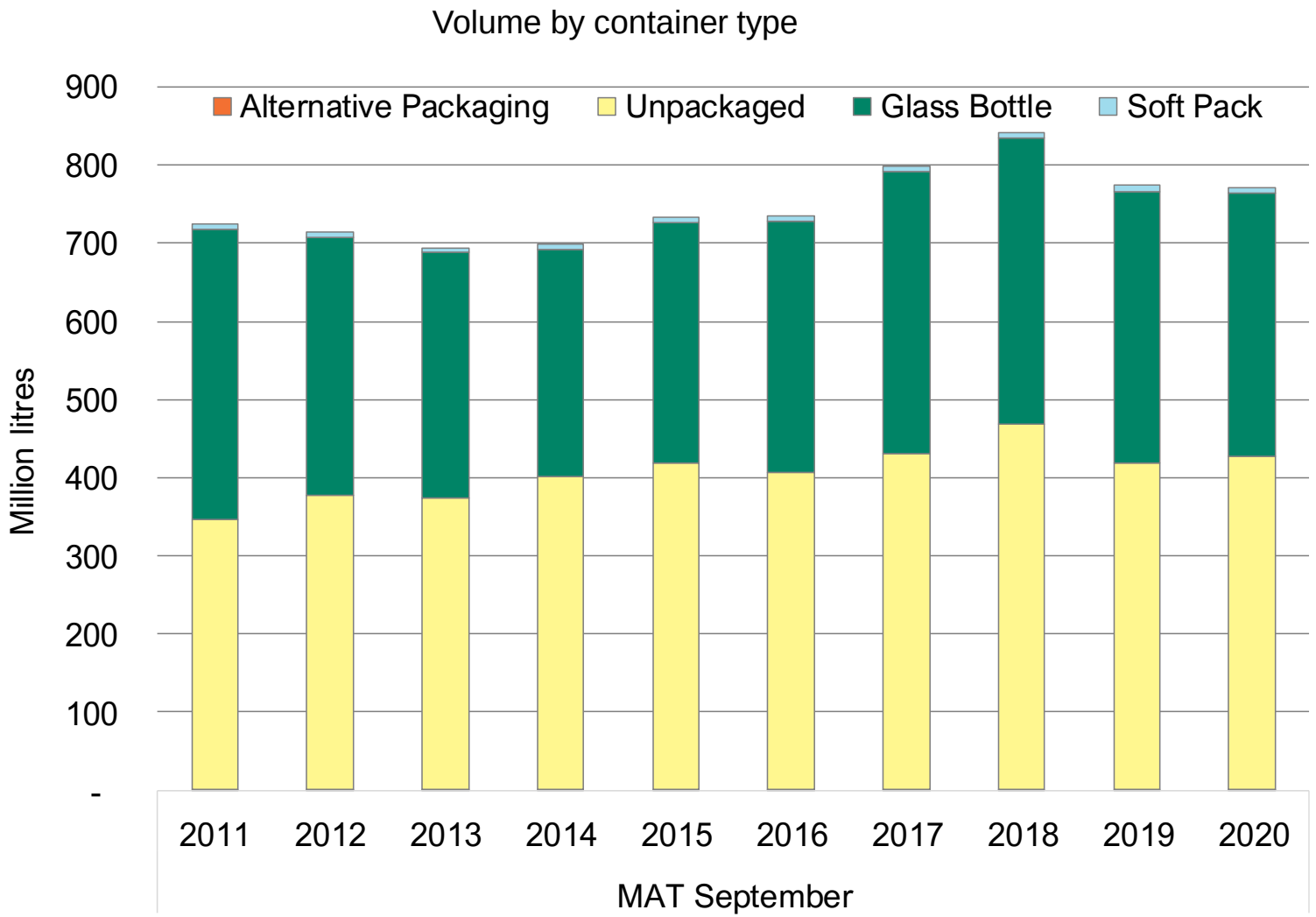
Size of exports	Number	Value (A$M)	Growth	Value share
More than $50M	6	1,760	9%	59%
$10M to $50M	18	323	8%	11%
$5M to $10M	29	184	15%	6%
$1M to $5M	117	246	-6%	8%
Less than $1M	1,942	386	-14%	13%
Commenced exporting	651	99	n/a	3%
Ceased exporting	683	-	-100%	0%
Total	2,763	2,998	4%	100%

Note: Total number of exporters in table excludes those that ceased exporting.

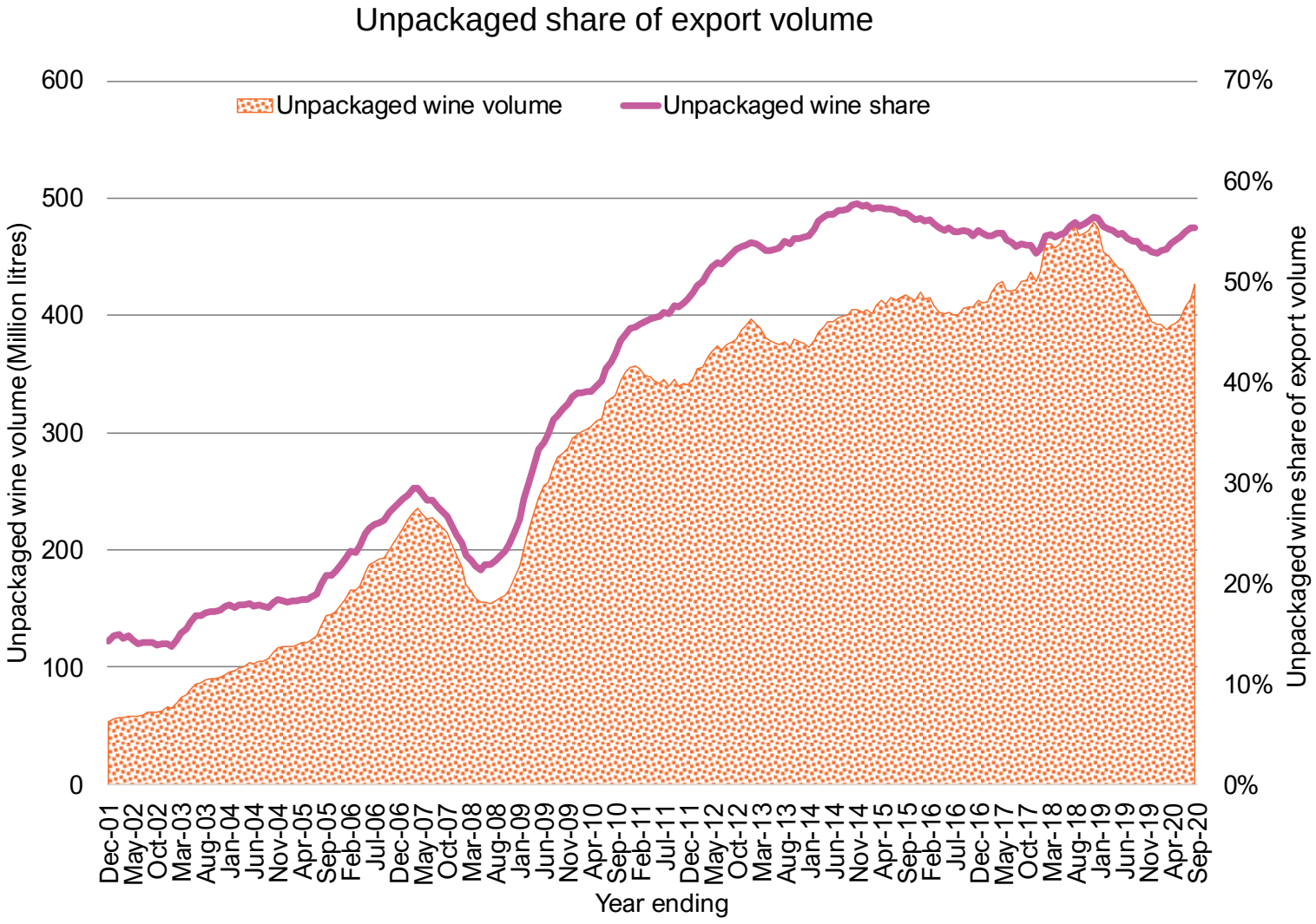
Historic overview of exports



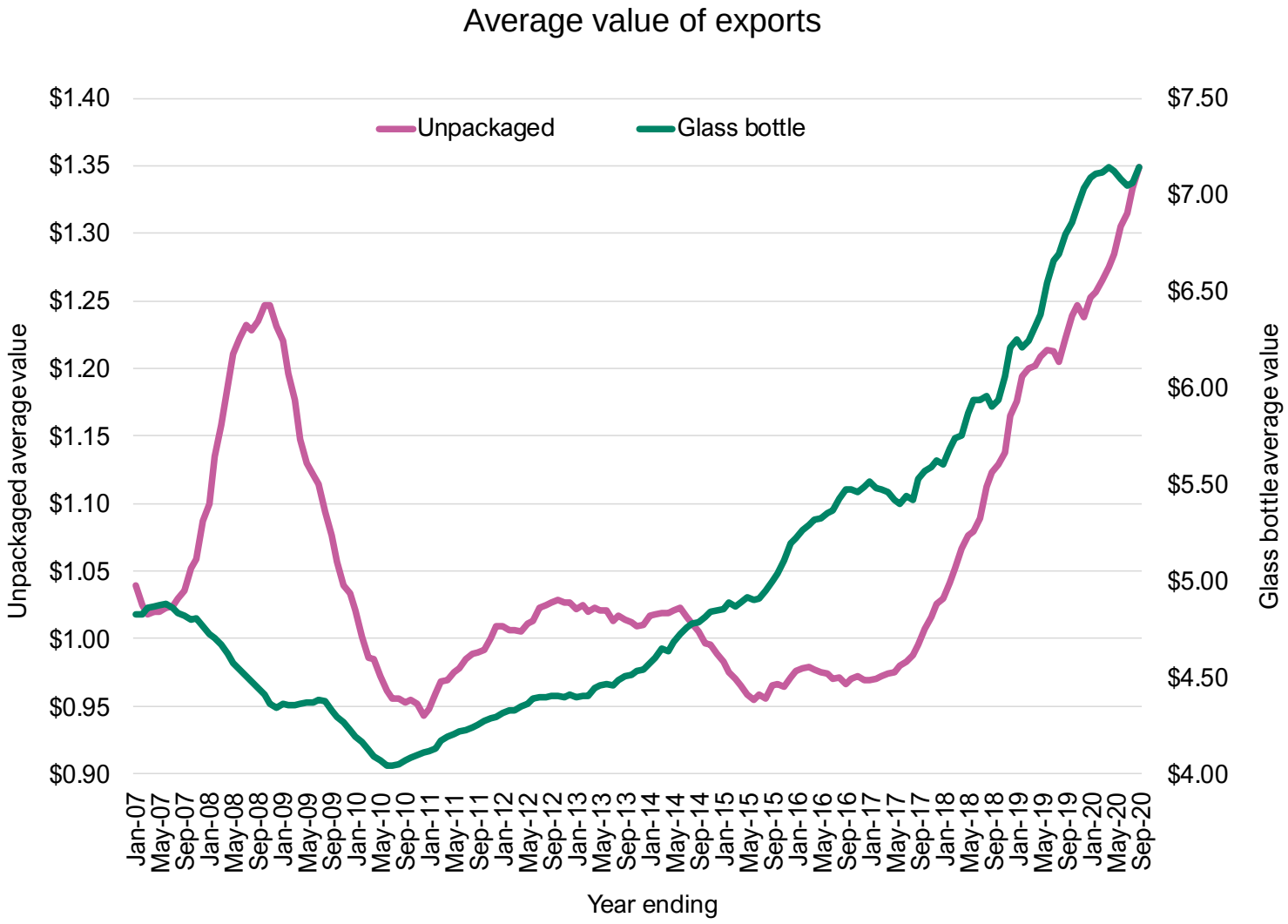
Historic overview of exports



Historic overview of exports

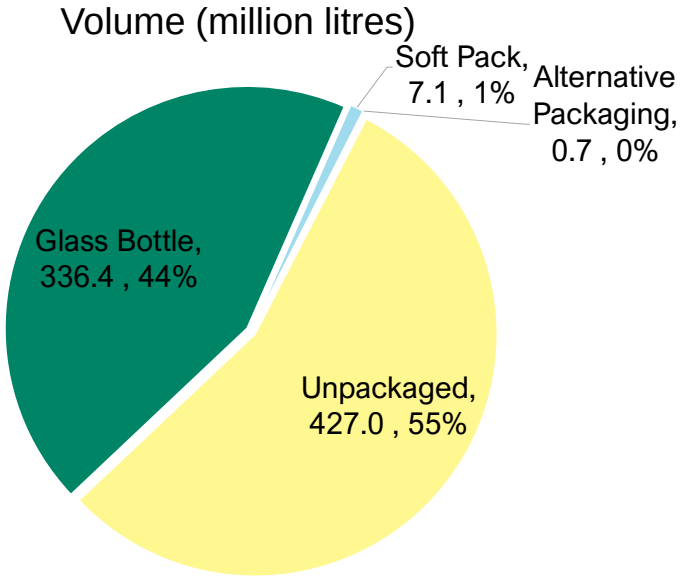


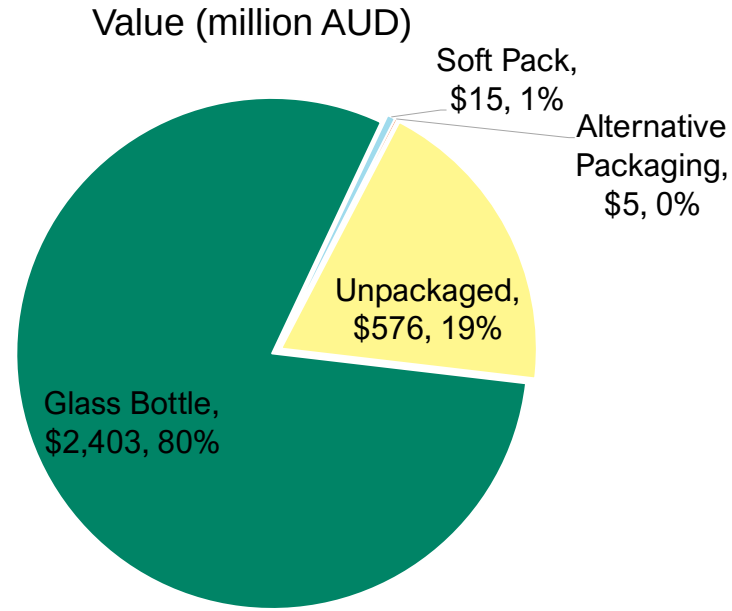
Historic overview of exports



Exports by container type

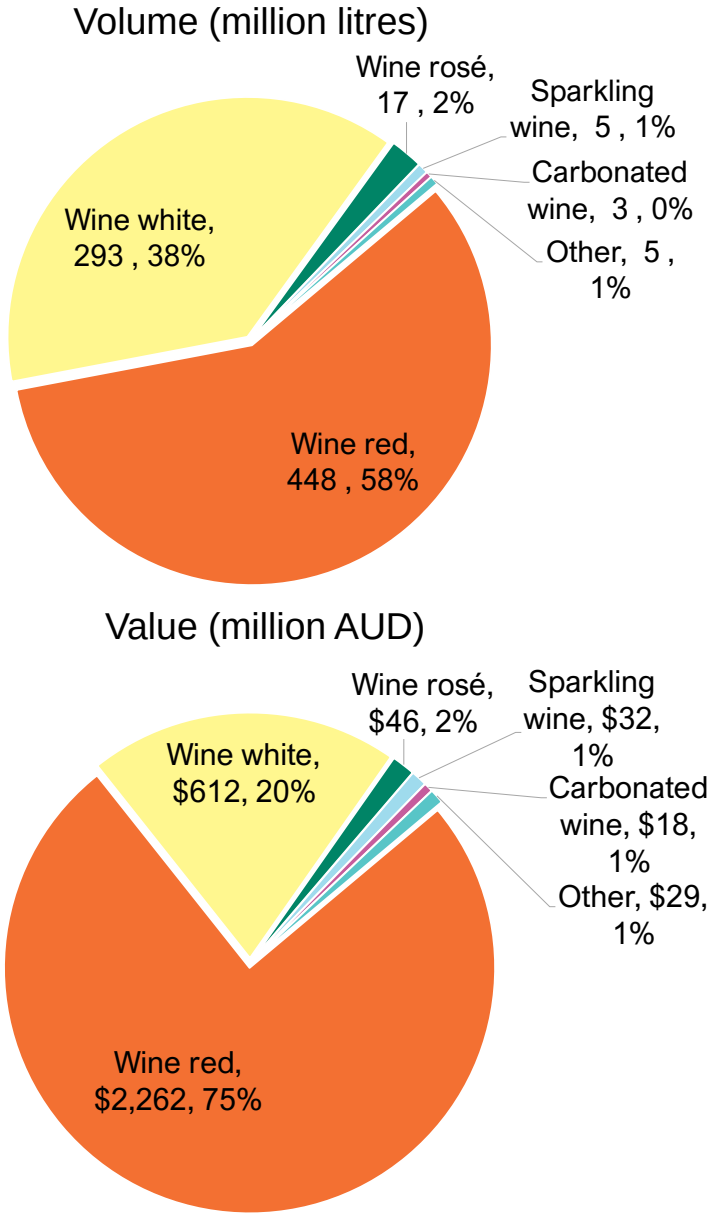
Container type	Measure	Volume (million litres)	Value (million AUD)	Average value (AUD/litre)
Glass Bottle	2020	336	$2,403	$7.14
	Change	-12	$38	$0.35
	% change	-3%	2%	5%
	Share	44%	80%	
Unpackaged	2020	427	$576	$1.35
	Change	9	$65	$0.13
	% change	2%	13%	10%
	Share	55%	19%	
Soft Pack	2020	7	$15	$2.13
	Change	0	$1	$0.15
	% change	-1%	7%	7%
	Share	1%	1%	
Alternative Packaging	2020	1	$5	$6.78
	Change	0.0	$0.4	$0.41
	% change	3%	9%	6%
	Share	0.1%	0.2%	
Total	2020	771	$2,998	$3.89
	Change	-3	$105	$0.15
	% change	0%	4%	4%





Exports by wine style

Wine style	Measure	Volume (million litres)	Value (million AUD)	Average value (AUD/litre)
Wine red	2020	448	$2,262	$5.05
	Change	-4	$74	$0.21
	% change	-1%	3%	4%
	Share	58%	75%	
Wine white	2020	293	$612	$2.09
	Change	-2	$23	$0.09
	% change	-1%	4%	5%
	Share	38%	20%	
Wine rosé	2020	17	$46	$2.73
	Change	1.7	$6	$0.06
	% change	11%	14%	2%
	Share	2%	2%	
Sparkling wine	2020	5.4	$32	$5.82
	Change	-0.9	-$6	-$0.07
	% change	-14%	-15%	-1%
	Share	1%	1%	
Carbonated wine	2020	3.2	$18	$5.63
	Change	-0.3	$0	$0.59
	% change	-10%	1%	12%
	Share	0.4%	1%	
Other	2020	4.6	$29	$6.31
	Change	2.6	$8	-$4.24
	% change	127%	36%	-40%
	Share	0.6%	1%	
Total	2020	771	$2,998	$3.89
	Change	-3	$105	$0.15
	% change	0%	4%	4%



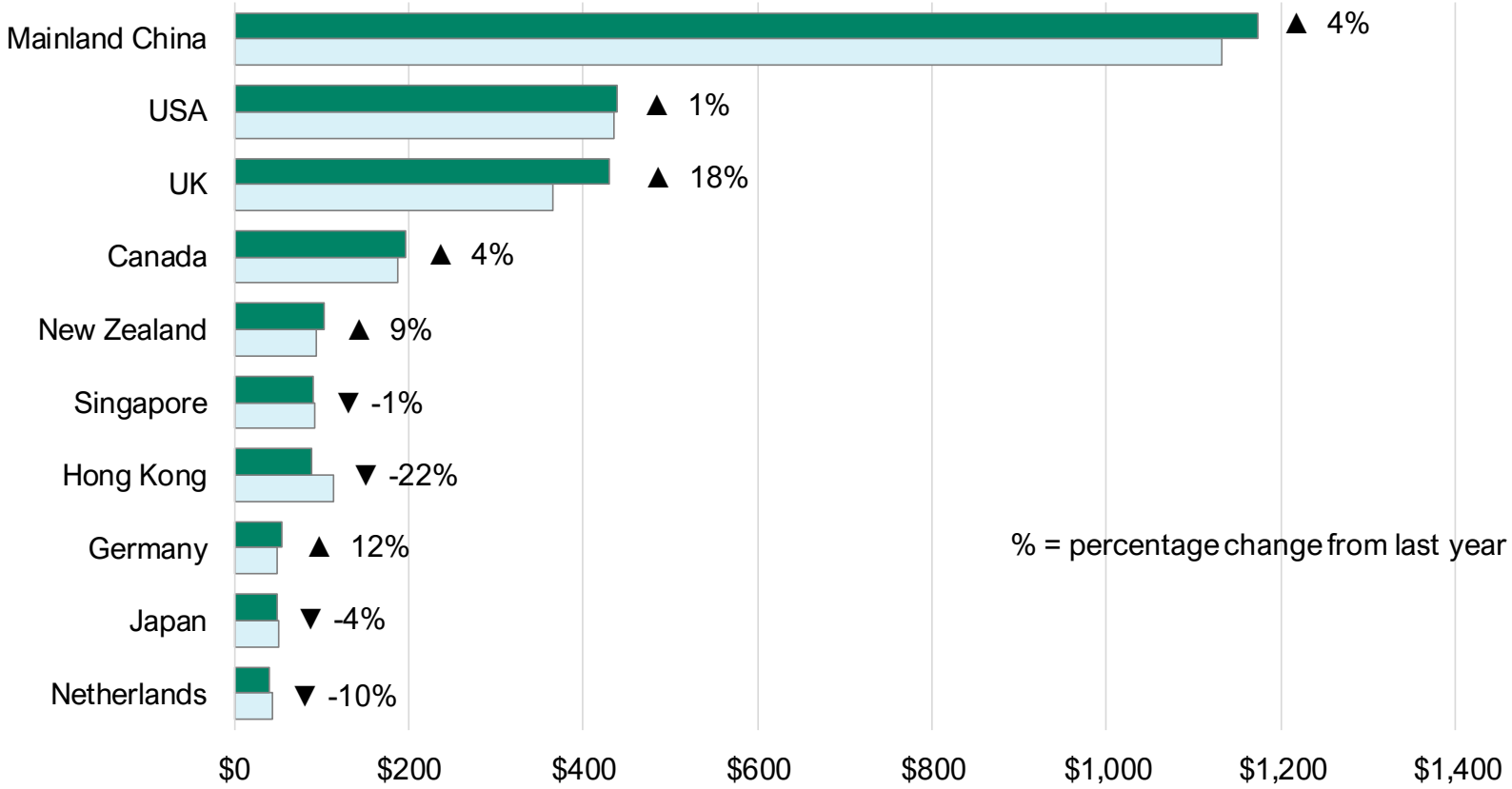
Exports by market, container and colour – value (‘000 AUD)

	Red						White									
	Unpackaged		Glass bottle		Other		Unpackaged		Glass bottle		Other		Sparkling		Other		Total	
Destination Market	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change
China, PR	$60,481	▲ 7%	$1,065,293	▲ 4%	$1,018	▲ 60%	$545	▼ -78%	$25,835	▲ 3%	$180	▲ 150%	$1,530	▼ -22%	$17,884	▲ 1%	$1,172,767	▲ 4%
United States of America	$30,210	▼ -1%	$194,916	▼ -5%	$0	na	$45,943	▲ 10%	$155,024	▲ 7%	$0	▼ -100%	$2,302	▼ -37%	$10,794	▲ 17%	$439,188	▲ 1%
United Kingdom	$166,049	▲ 28%	$91,971	▲ 11%	$0	▼ -100%	$90,989	▲ 13%	$65,548	▲ 10%	$5	▼ -55%	$3,442	▼ -26%	$12,165	▲ 48%	$430,168	▲ 18%
Canada	$16,258	▲ 4%	$97,617	▲ 3%	$320	▲ 59%	$18,452	▼ -19%	$41,483	▼ -4%	$769	▲ 24%	$3,519	▲ 9%	$17,187	▲ 111%	$195,605	▲ 4%
New Zealand	$10,566	▼ -18%	$58,660	▲ 17%	$964	▲ 48%	$8,509	▲ 6%	$10,790	▲ 16%	$464	▲ 12%	$4,617	▼ -1%	$8,493	▼ -5%	$103,063	▲ 9%
Singapore	$0	na	$79,095	▲ 3%	$274	▲ 33%	$0	na	$6,924	▼ -4%	$64	▼ -47%	$2,930	▼ -48%	$1,570	▲ 23%	$90,856	▼ -1%
Hong Kong	$36	▼ -50%	$76,125	▼ -23%	$1,470	▼ -9%	$0	na	$7,443	▼ -15%	$310	▲ 0%	$933	▲ 31%	$1,762	▼ -54%	$88,079	▼ -23%
Germany, Federal Republic	$22,794	▲ 25%	$9,921	▼ -8%	$0	na	$18,061	▲ 5%	$2,088	▲ 12%	$0	na	$107	▼ -15%	$1,989	▲ 124%	$54,960	▲ 12%
Japan	$3,956	▼ -28%	$17,800	▲ 0%	$2,886	▲ 16%	$2,653	▼ -24%	$11,323	▲ 8%	$1,244	▲ 26%	$4,124	▼ -14%	$5,046	▼ -7%	$49,031	▼ -4%
Netherlands	$2,464	▼ -46%	$14,123	▼ -3%	$0	na	$4,724	▼ -37%	$15,646	▲ 6%	$0	na	$1,132	▲ 8%	$1,566	▼ -3%	$39,654	▼ -10%
Denmark	$16,883	▲ 105%	$7,580	▼ -1%	$0	na	$7,074	▲ 60%	$3,592	▲ 20%	$0	na	$285	▼ -34%	$2,868	▲ 16%	$38,282	▲ 46%
Malaysia	$0	na	$32,117	▼ -1%	$29	▼ -74%	$0	na	$2,333	▼ -25%	$6	▼ -0%	$87	▲ 5%	$381	▼ -25%	$34,953	▼ -4%
Korea, R	$0	na	$18,406	▲ 24%	$1,738	▲ 57%	$0	na	$3,620	▲ 63%	$285	▲ 367%	$411	▲ 62%	$625	▼ -5%	$25,085	▲ 31%
Sweden	$1,902	▲ 29%	$13,050	▲ 1%	$0	na	$1,694	▲ 65%	$4,974	▼ -3%	$0	na	$1,485	▲ 104%	$1,625	▲ 67%	$24,730	▲ 11%
Thailand	$428	▼ -42%	$13,944	▼ -9%	$584	▼ -53%	$54	▼ -82%	$2,769	▼ -28%	$147	▼ -67%	$1,193	▲ 24%	$281	▼ -9%	$19,401	▼ -16%
United Arab Emirates	$0	na	$14,497	▼ -37%	$491	▼ -16%	$0	na	$2,942	▼ -59%	$282	▼ -38%	$372	▼ -50%	$642	▼ -47%	$19,226	▼ -42%
Belgium	$4,119	▲ 26%	$4,178	▲ 1%	$0	na	$4,910	▼ -16%	$3,531	▲ 24%	$0	na	$400	▼ -3%	$920	▼ -9%	$18,058	▲ 3%
Taiwan	$0	na	$14,403	▼ -22%	$531	▲ 43%	$0	na	$1,589	▲ 27%	$190	▲ 48%	$165	▲ 71%	$685	▲ 28%	$17,564	▼ -16%
Indonesia	$0	na	$14,789	▲ 158%	$6	▼ -33%	$0	na	$1,107	▼ -25%	$0	na	$207	▲ 114%	$229	▼ -27%	$16,338	▲ 114%
France	$7,853	▲ 101%	$2,685	▲ 73%	$0	▼ -100%	$3,992	▲ 34%	$1,086	▲ 67%	$21	▼ -39%	$7	▲ 61%	$563	▲ 25%	$16,207	▲ 68%
Finland	$3,059	▲ 5%	$3,736	▼ -21%	$0	na	$2,623	▲ 15%	$1,998	▲ 3%	$0	na	$166	▼ -42%	$958	▼ -16%	$12,541	▼ -6%
Ireland	$463	▲ 22%	$5,941	▲ 35%	$0	na	$725	▲ 122%	$4,859	▲ 39%	$0	na	$173	▲ 58%	$162	▲ 26%	$12,323	▲ 40%
Philippines	$0	na	$7,780	▼ -2%	$1	na	$0	na	$2,041	▼ -5%	$1	na	$20	▼ -28%	$1,204	▲ 71%	$11,048	▲ 2%
Norway	$1,344	▼ -4%	$2,856	▲ 10%	$52	▲ 313%	$55	na	$2,194	▲ 32%	$0	na	$621	▲ 49%	$422	▲ 28%	$7,545	▲ 18%
Russia	$93	na	$3,655	▲ 8%	$0	na	$103	▲ 187%	$2,481	▲ 5%	$0	na	$98	▼ -52%	$5	▼ -79%	$6,434	▲ 7%
Rest of world	$1,845	▼ -23%	$34,522	▼ -18%	$956	▼ -29%	$1,097	▼ -22%	$11,445	▼ -20%	$719	▼ -27%	$1,230	▼ -36%	$3,358	▼ -14%	$55,172	▼ -19%
Total	$350,803	▲ 18%	$1,899,661	▲ 1%	$11,319	▲ 7%	$212,203	▲ 5%	$394,665	▲ 3%	$4,686	▲ 1%	$31,555	▼ -15%	$93,386	▲ 17%	$2,998,277	▲ 4%

Exports by country, container and colour – volume ('000 L)

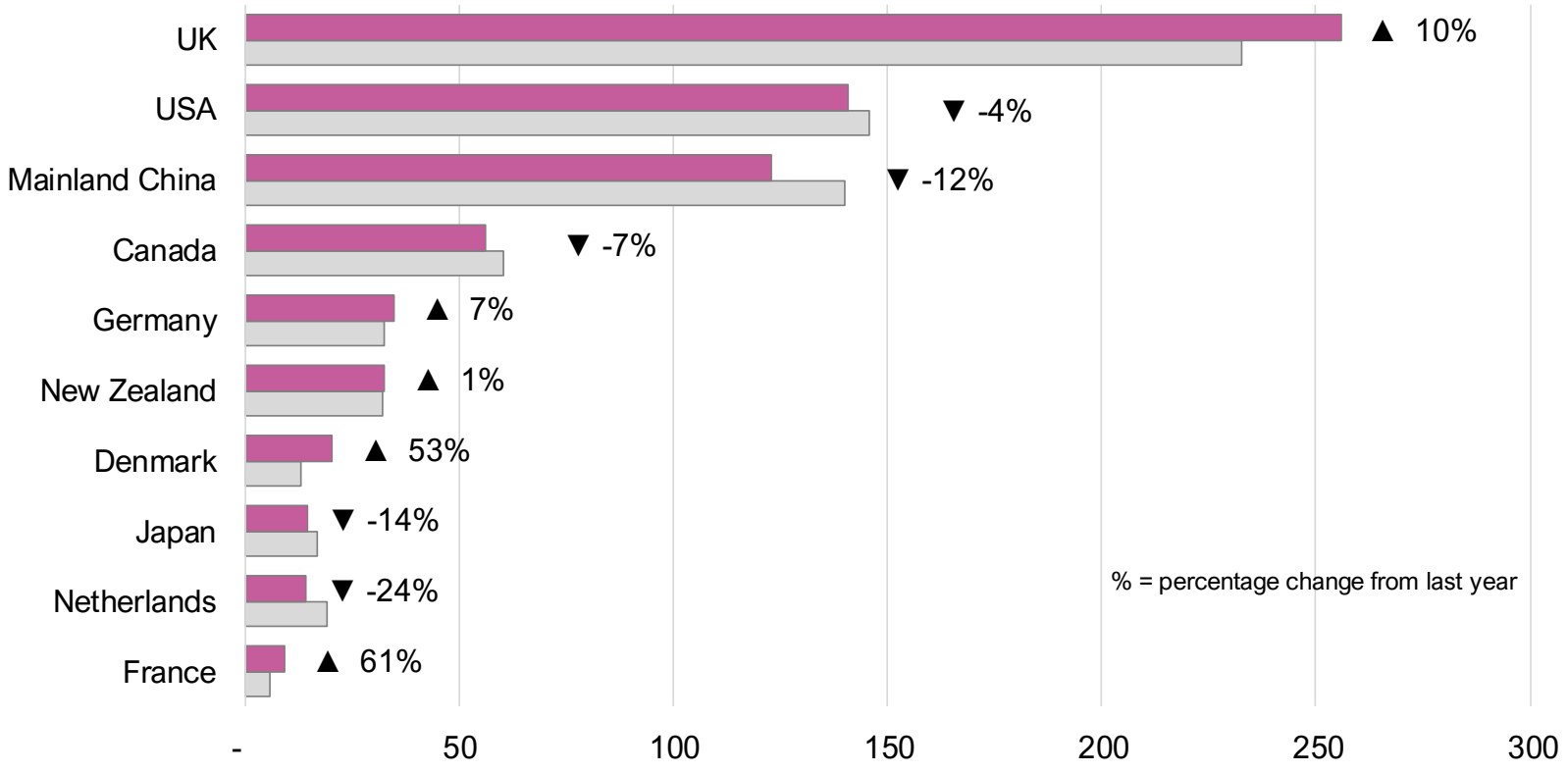
	Red						White						Sparkling		Other		Total	
	Unpackaged		Glass bottle		Other		Unpackaged		Glass bottle		Other							
Destination Market	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change
United Kingdom	122,914	▲ 13%	18,705	▲ 10%	-	▼ -100%	88,954	▲ 6%	17,864	▲ 9%	1	▼ -30%	607	▼ -37%	6,750	▲ 28%	255,795	▲ 10%
United States of America	16,414	▼ -15%	42,249	▼ -5%	-	na	39,668	▼ -3%	39,530	▲ 3%	-	▼ -100%	361	▼ -41%	2,452	▲ 10%	140,673	▼ -4%
China, PR	19,720	▼ -18%	95,475	▼ -11%	337	▲ 37%	408	▼ -67%	3,898	▼ -2%	58	▲ 170%	189	▼ -19%	2,850	▲ 27%	122,935	▼ -12%
Canada	11,772	▼ -4%	15,349	▲ 2%	100	▲ 59%	16,778	▼ -23%	8,435	▼ -4%	236	▲ 38%	545	▲ 2%	3,005	▲ 75%	56,221	▼ -7%
Germany, Federal Republic	14,112	▲ 16%	1,679	▼ -23%	-	na	17,408	▲ 2%	417	▲ 13%	-	na	8	▼ -34%	1,067	▲ 71%	34,690	▲ 7%
New Zealand	6,042	▼ -17%	11,087	▲ 16%	465	▲ 40%	8,437	▼ -5%	3,310	▲ 12%	217	▲ 9%	927	▲ 4%	2,048	▼ -1%	32,533	▲ 1%
Denmark	10,670	▲ 84%	891	▼ -13%	-	na	6,422	▲ 51%	710	▼ -6%	-	na	73	▼ -23%	1,505	▲ 11%	20,270	▲ 53%
Japan	2,983	▼ -28%	3,227	▼ -2%	1,416	▲ 7%	2,403	▼ -27%	2,138	▲ 9%	680	▲ 11%	793	▼ -22%	919	▼ -24%	14,559	▼ -14%
Netherlands	1,638	▼ -50%	3,367	▼ -8%	-	na	4,298	▼ -41%	4,401	▲ 6%	-	na	243	▲ 14%	472	▲ 5%	14,419	▼ -24%
France	4,946	▲ 99%	84	▼ -18%	-	▼ -100%	3,566	▲ 32%	61	▼ -14%	4	▼ -43%	0	▲ 29%	441	▲ 53%	9,102	▲ 61%
Belgium	2,794	▲ 16%	482	▼ -7%	-	na	4,608	▼ -24%	718	▲ 42%	-	na	58	▼ -5%	288	▼ -22%	8,949	▼ -9%
Hong Kong	24	▼ -51%	4,873	▼ -16%	506	▼ -14%	-	na	958	▼ -7%	118	▼ -4%	111	▲ 29%	127	▼ -19%	6,717	▼ -14%
Singapore	-	na	4,935	▲ 5%	133	▲ 21%	-	na	850	▼ -7%	24	▼ -61%	347	▼ -47%	185	▲ 19%	6,474	▼ -2%
Sweden	976	▲ 52%	2,178	▼ -12%	-	na	890	▲ 69%	1,125	▼ -20%	0	na	370	▲ 88%	643	▲ 47%	6,182	▲ 9%
Finland	1,874	▲ 3%	521	▼ -20%	-	na	2,376	▲ 13%	359	▼ -7%	-	na	13	▼ -54%	304	▼ -20%	5,446	▲ 2%
Korea, R	-	na	2,256	▲ 17%	738	▲ 43%	-	na	573	▲ 61%	93	▲ 332%	52	▲ 49%	64	▼ -29%	3,776	▲ 28%
Ireland	285	▲ 22%	1,440	▲ 44%	-	na	415	▲ 100%	1,473	▲ 42%	-	na	33	▲ 80%	40	▲ 13%	3,687	▲ 46%
Thailand	288	▼ -48%	1,760	▼ -20%	246	▼ -61%	48	▼ -82%	591	▼ -28%	62	▼ -72%	197	▲ 49%	48	▼ -17%	3,239	▼ -34%
United Arab Emirates	-	na	1,301	▼ -28%	290	▼ -11%	-	na	539	▼ -60%	178	▼ -38%	61	▼ -40%	158	▼ -50%	2,526	▼ -40%
Malaysia	-	na	1,975	▼ -16%	15	▼ -76%	-	na	416	▼ -16%	3	▲ 1%	11	▲ 13%	65	▼ -28%	2,486	▼ -18%
Norway	888	▼ -0%	652	▲ 15%	18	▲ 281%	24	na	525	▲ 36%	-	na	135	▲ 61%	88	▲ 38%	2,329	▲ 17%
Taiwan	-	na	1,577	▼ -5%	251	▲ 50%	-	na	254	▲ 22%	80	▲ 47%	18	▲ 59%	105	▲ 39%	2,285	▲ 5%
Philippines	-	na	1,294	▼ -7%	0	na	-	na	460	▼ -12%	0	na	2	▼ -39%	279	▲ 75%	2,035	▼ -2%
Russia	48	na	658	▼ -6%	-	na	48	▲ 100%	649	▲ 4%	-	na	20	▼ -38%	0	▼ -91%	1,423	▲ 3%
Poland	328	▼ -15%	412	▲ 5%	-	na	62	▼ -14%	476	▲ 12%	-	na	18	▼ -23%	22	▼ -50%	1,318	▼ -2%
Rest of world	572	▼ -36%	5,528	▼ -19%	445	▼ -20%	815	▼ -34%	2,266	▼ -19%	336	▼ -24%	223	▼ -20%	820	▼ -10%	11,004	▼ -21%
Total	219,286	▲ 5%	223,952	▼ -6%	4,960	▲ 1%	197,627	▼ -2%	92,997	▲ 2%	2,090	▼ -6%	5,418	▼ -14%	24,746	▲ 19%	771,075	▼ -0%

Exports by top 10 destinations - value



	Netherlands	Japan	Germany	Hong Kong	Singapore	New Zealand	Canada	UK	USA	Mainland China
2020	$40	$49	$55	$88	$91	$103	$196	$430	$439	$1,173
2019	$44	$51	$49	$114	$91	$95	$188	$365	$435	$1,132

Exports by top 10 destinations - volume



	France	Netherlands	Japan	Denmark	New Zealand	Germany	Canada	Mainland China	USA	UK
2020	9	14	15	20	33	35	56	123	141	256
2019	6	19	17	13	32	32	60	140	146	233

Million litres

Bottled wine exports

Bottled exports by price segment and destination	21
Bottled exports by wine style	23
Bottled exports by top destinations	26
Botted exports by top variety label claims	29
Bottled exports by top GI label claims	33
Bottled exports by price segment	37

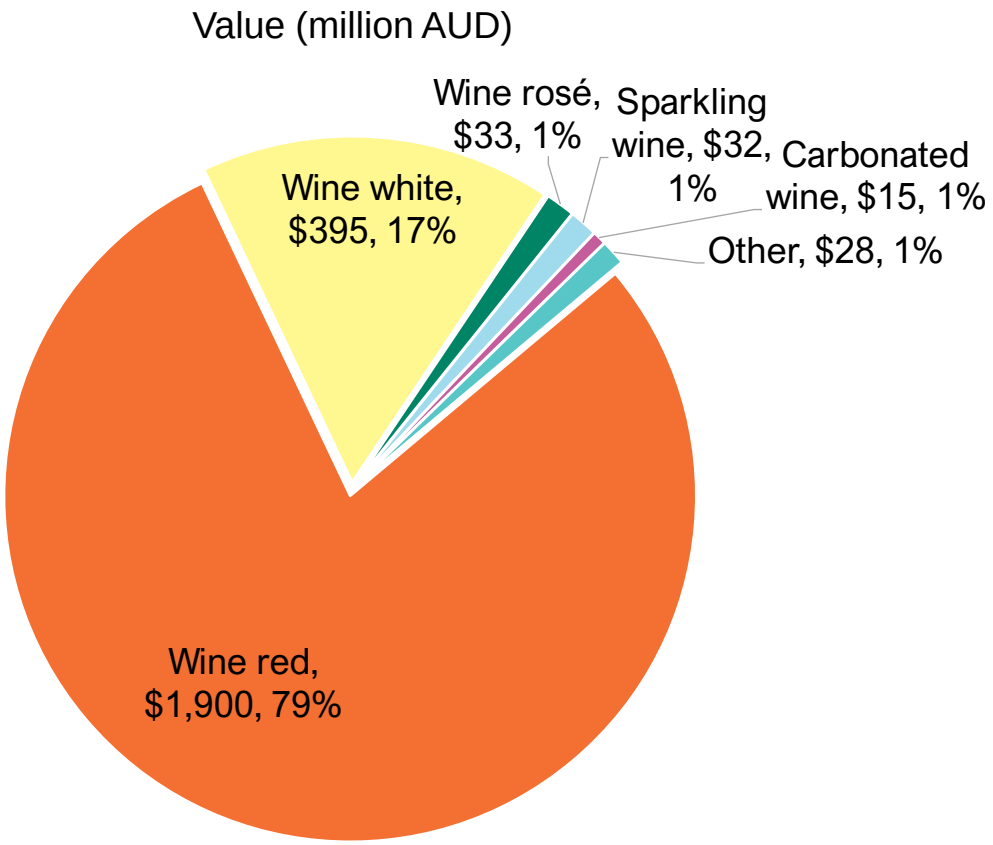
Bottled exports by price segment and destination - value (‘000 AUD)

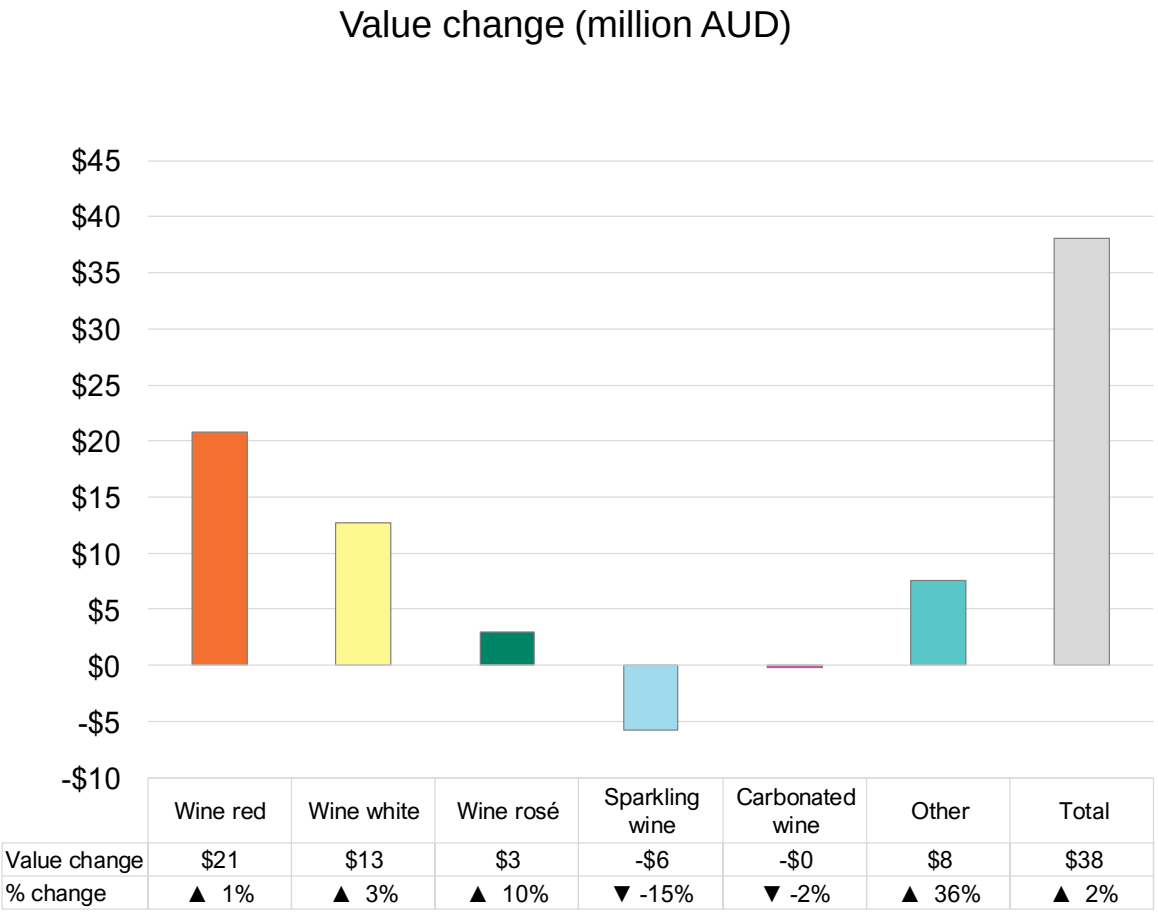
	$2.49 and under		$2.50 to $4.99		$5.00 to $7.49		$7.50 to $9.99		$10.00 to $14.99		$15.00 to $19.99		$20.00 to $29.99		$30.00 to $49.99		$50.00 and above		Total	
Destination market	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change
Mainland China	$3,055	▼ -28%	$173,341	▼ -12%	$140,409	▼ -7%	$57,395	▲ 0%	$119,657	▼ -19%	$58,387	▲ 33%	$137,441	▼ -23%	$99,822	▲ 13%	$321,001	▲ 57%	$1,110,509	▲ 4%
USA	$4,002	▼ -55%	$288,961	▲ 9%	$22,030	▼ -1%	$10,833	▼ -43%	$16,945	▼ -19%	$4,391	▼ -50%	$7,687	▲ 0%	$3,777	▼ -20%	$3,827	▼ -19%	$362,452	▼ -0%
UK	$1,281	▼ -38%	$102,707	▲ 15%	$23,373	▼ -4%	$14,589	▲ 10%	$11,555	▲ 13%	$3,051	▼ -6%	$2,901	▼ -4%	$3,800	▲ 44%	$2,799	▲ 35%	$166,056	▲ 11%
Canada	$73	▼ -29%	$38,338	▼ -3%	$76,303	▲ 18%	$19,808	▲ 7%	$20,009	▼ -0%	$2,025	▼ -14%	$1,075	▼ -19%	$905	▼ -27%	$715	▲ 6%	$159,251	▲ 7%
Singapore	$68	▼ -69%	$8,236	▲ 5%	$7,567	▲ 29%	$5,792	▼ -33%	$9,640	▼ -10%	$2,632	▼ -15%	$20,450	▲ 12%	$6,326	▼ -27%	$29,804	▲ 7%	$90,513	▼ -1%
Hong Kong	$183	▲ 851%	$9,245	▼ -12%	$8,250	▲ 1%	$3,094	▼ -16%	$13,601	▼ -15%	$4,022	▼ -15%	$7,072	▼ -34%	$5,087	▼ -45%	$35,675	▼ -27%	$86,230	▼ -23%
New Zealand	$730	▼ -48%	$41,138	▲ 12%	$20,753	▲ 13%	$11,299	▲ 35%	$4,608	▲ 0%	$875	▲ 0%	$842	▲ 4%	$515	▲ 20%	$1,331	▲ 60%	$82,091	▲ 13%
Japan	$317	▲ 8%	$16,872	▼ -6%	$7,316	▲ 52%	$4,403	▲ 2%	$2,913	▼ -31%	$1,125	▼ -30%	$1,040	▼ -23%	$534	▼ -31%	$982	▲ 93%	$35,503	▼ -1%
Malaysia	$13	▼ -82%	$3,859	▼ -20%	$2,699	▼ -14%	$987	▼ -45%	$2,667	▼ -25%	$615	▼ -9%	$9,156	▼ -7%	$2,094	▲ 15%	$12,829	▲ 24%	$34,919	▼ -3%
Netherlands	$244	▲ 117%	$23,177	▲ 4%	$6,148	▼ -6%	$942	▼ -33%	$1,155	▲ 29%	$99	▼ -29%	$112	▼ -5%	$264	▲ 54%	$173	▲ 78%	$32,315	▲ 2%
Korea, R	$9	▼ -23%	$3,819	▲ 10%	$6,409	▲ 21%	$3,318	▲ 86%	$2,696	▲ 18%	$2,390	▲ 23%	$1,260	▲ 67%	$1,656	▲ 37%	$1,481	▲ 22%	$23,038	▲ 28%
Sweden	$15	▼ -96%	$9,497	▼ -15%	$4,466	▲ 60%	$2,850	▼ -7%	$2,806	▲ 127%	$403	▲ 45%	$257	▲ 49%	$271	▼ -5%	$136	▲ 6%	$20,700	▲ 6%
United Arab Emirates	$2	▼ -91%	$3,630	▼ -47%	$3,105	▼ -38%	$1,686	▼ -33%	$1,546	▼ -41%	$475	▲ 44%	$1,856	▼ -40%	$1,806	▼ -21%	$4,170	▼ -55%	$18,275	▼ -43%
Thailand	$75	▼ -61%	$5,988	▼ -27%	$2,504	▲ 13%	$1,905	▲ 5%	$1,449	▼ -2%	$295	▲ 17%	$2,408	▼ -18%	$506	▼ -16%	$3,057	▲ 16%	$18,187	▼ -11%
Taiwan	$3	▼ -95%	$4,748	▲ 3%	$2,322	▲ 36%	$966	▲ 0%	$1,293	▼ -9%	$942	▼ -6%	$2,181	▼ -17%	$1,410	▼ -39%	$2,979	▼ -48%	$16,842	▼ -17%
Indonesia	$0	na	$972	▼ -20%	$1,385	▼ -17%	$889	▲ 78%	$600	▼ -17%	$919	▲ 47%	$1,956	▲ 80%	$1,216	▲ 109%	$8,395	▲ 576%	$16,332	▲ 114%
Germany	$476	▼ -81%	$3,859	▲ 41%	$3,322	▲ 41%	$1,711	▲ 22%	$1,566	▼ -4%	$604	▼ -39%	$297	▲ 18%	$387	▼ -34%	$557	▲ 24%	$12,779	▼ -1%
Denmark	$395	▼ -2%	$2,761	▼ -21%	$1,116	▼ -31%	$1,889	▲ 6%	$3,464	▲ 62%	$654	▼ -19%	$571	▲ 15%	$1,126	▲ 31%	$496	▲ 24%	$12,472	▲ 4%
Ireland	$250	▼ -68%	$8,332	▲ 89%	$1,144	▼ -13%	$533	▲ 64%	$567	▼ -42%	$109	▲ 12%	$24	▼ -82%	$147	▲ 180%	$26	▼ -12%	$11,135	▲ 37%
Philippines	$24	▲ 10%	$6,391	▼ -5%	$1,306	▼ -11%	$589	▲ 36%	$479	▲ 81%	$174	▲ 127%	$542	▲ 41%	$284	▲ 13%	$1,254	▲ 5%	$11,044	▲ 2%
Belgium	$57	▲ 17%	$4,216	▲ 287%	$1,212	▼ -66%	$696	▼ -41%	$590	▼ -52%	$588	▲ 75%	$430	▲ 94%	$511	▲ 141%	$609	▲ 148%	$8,910	▲ 9%
Finland	$53	▲ 50%	$1,409	▼ -11%	$1,911	▼ -7%	$1,834	▼ -4%	$1,315	▼ -23%	$56	▼ -42%	$67	▲ 425%	$3	▼ -81%	$19	▼ -41%	$6,667	▼ -11%
Russia	$0	▼ -100%	$3,332	▲ 8%	$1,184	▲ 15%	$381	▼ -8%	$461	▼ -5%	$365	▼ -5%	$94	▲ 27%	$283	▲ 86%	$137	▲ 59%	$6,239	▲ 5%
Norway	$0	▼ -100%	$3,987	▲ 28%	$1,015	▲ 79%	$576	▲ 22%	$155	▼ -60%	$77	▼ -50%	$171	▼ -22%	$83	▲ 124%	$29	▼ -24%	$6,093	▲ 22%
South Africa	$0	na	$220	▲ 591553%	$1,594	▲ 61%	$0	▼ -100%	$487	▲ 384%	$0	▼ -100%	$1,962	▲ 329%	$330	▼ -13%	$1,352	▼ -4%	$5,946	▲ 76%
Rest of world	$883	▲ 19%	$19,049	▼ -23%	$8,225	▼ -33%	$4,338	▼ -21%	$6,229	▼ -28%	$1,708	▼ -35%	$1,740	▼ -10%	$1,811	▼ -8%	$4,029	▲ 47%	$48,012	▼ -21%
Total	$12,211	▼ -47%	$788,085	▲ 1%	$357,067	▲ 1%	$153,302	▼ -4%	$228,454	▼ -14%	$86,981	▲ 10%	$203,595	▼ -17%	$134,954	▲ 4%	$437,862	▲ 34%	$2,402,511	▲ 2%

Bottled exports by price segment and destination – volume ('000 L)

	$2.49 and under		$2.50 to $4.99		$5.00 to $7.49		$7.50 to $9.99		$10.00 to $14.99		$15.00 to $19.99		$20.00 to $29.99		$30.00 to $49.99		$50.00 and above		Total	
Destination market	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change
Mainland China	1,455	▼ -26%	45,152	▼ -15%	23,613	▼ -8%	6,534	▼ -1%	10,147	▼ -20%	3,435	▲ 33%	5,540	▼ -23%	2,766	▲ 13%	3,767	▲ 62%	102,408	▼ -10%
USA	1,727	▼ -53%	75,659	▲ 4%	3,760	▼ -1%	1,179	▼ -46%	1,432	▼ -20%	264	▼ -50%	310	▼ -4%	94	▼ -28%	43	▼ -22%	84,468	▼ -1%
UK	552	▼ -40%	30,526	▲ 12%	3,949	▼ -4%	1,690	▲ 11%	997	▲ 12%	178	▼ -8%	120	▼ -5%	108	▲ 49%	27	▲ 6%	38,147	▲ 9%
Canada	32	▼ -38%	10,234	▼ -4%	12,404	▲ 17%	2,360	▲ 8%	1,728	▼ -2%	116	▼ -14%	45	▼ -19%	24	▼ -28%	9	▲ 2%	26,953	▲ 6%
New Zealand	320	▼ -45%	11,477	▲ 15%	3,459	▲ 14%	1,325	▲ 35%	404	▲ 1%	52	▲ 0%	35	▲ 4%	14	▲ 18%	22	▲ 75%	17,108	▲ 13%
Netherlands	120	▲ 95%	7,065	▲ 0%	971	▼ -10%	112	▼ -34%	97	▲ 33%	6	▼ -29%	5	▼ -8%	7	▲ 43%	2	▲ 62%	8,384	▼ -1%
Japan	141	▲ 12%	4,330	▼ -12%	1,256	▲ 53%	524	▲ 5%	247	▼ -31%	65	▼ -30%	46	▼ -19%	15	▼ -29%	5	▼ -14%	6,628	▼ -4%
Singapore	31	▼ -69%	1,934	▲ 2%	1,278	▲ 31%	685	▼ -33%	819	▼ -9%	158	▼ -12%	857	▲ 9%	181	▼ -27%	372	▲ 10%	6,316	▼ -2%
Hong Kong	81	▲ 631%	2,276	▼ -12%	1,328	▲ 1%	361	▼ -16%	1,142	▼ -14%	237	▼ -15%	293	▼ -35%	132	▼ -46%	210	▼ -48%	6,060	▼ -14%
Sweden	6	▼ -96%	2,540	▼ -19%	783	▲ 69%	318	▼ -8%	242	▲ 137%	24	▲ 46%	11	▲ 55%	7	▼ -2%	2	▲ 56%	3,934	▼ -7%
Ireland	116	▼ -65%	2,551	▲ 84%	195	▼ -16%	63	▲ 67%	51	▼ -44%	7	▲ 16%	1	▼ -83%	4	▲ 200%	0	▲ 13%	2,987	▲ 43%
Korea, R	7	▲ 22%	1,035	▲ 14%	1,054	▲ 16%	371	▲ 81%	224	▲ 18%	138	▲ 23%	53	▲ 65%	45	▲ 42%	15	▲ 22%	2,942	▲ 22%
Thailand	39	▼ -50%	1,618	▼ -28%	420	▲ 17%	228	▲ 6%	123	▼ -3%	17	▲ 19%	100	▼ -20%	14	▼ -17%	37	▲ 26%	2,596	▼ -19%
Malaysia	6	▼ -81%	1,011	▼ -19%	447	▼ -16%	115	▼ -42%	230	▼ -24%	36	▼ -10%	397	▼ -6%	61	▲ 23%	162	▲ 28%	2,468	▼ -17%
Germany	232	▼ -79%	1,079	▲ 49%	512	▲ 27%	195	▲ 19%	131	▼ -7%	34	▼ -42%	13	▲ 12%	11	▼ -33%	5	▲ 51%	2,211	▼ -16%
Philippines	11	▲ 19%	1,629	▼ -4%	230	▼ -12%	66	▲ 33%	42	▲ 91%	11	▲ 134%	22	▲ 38%	8	▲ 19%	16	▲ 10%	2,035	▼ -2%
United Arab Emirates	1	▼ -85%	925	▼ -46%	521	▼ -41%	192	▼ -36%	138	▼ -41%	28	▲ 46%	83	▼ -37%	50	▼ -26%	41	▼ -61%	1,980	▼ -43%
Taiwan	2	▼ -93%	1,118	▼ -0%	395	▲ 39%	116	▲ 2%	107	▼ -11%	55	▼ -6%	92	▼ -17%	39	▼ -39%	30	▼ -50%	1,954	▼ -0%
Denmark	195	▼ -15%	862	▼ -21%	179	▼ -31%	210	▲ 4%	291	▲ 59%	37	▼ -19%	24	▲ 10%	27	▲ 16%	7	▲ 55%	1,832	▼ -11%
Belgium	32	▲ 41%	987	▲ 240%	197	▼ -69%	81	▼ -42%	49	▼ -54%	34	▲ 75%	17	▲ 91%	13	▲ 143%	9	▲ 227%	1,419	▲ 16%
Norway	-	▼ -100%	1,141	▲ 28%	168	▲ 64%	63	▲ 23%	13	▼ -60%	4	▼ -50%	7	▼ -21%	2	▲ 130%	0	▼ -49%	1,399	▲ 27%
Russia	-	▼ -100%	1,003	▲ 7%	204	▲ 15%	44	▼ -8%	41	▼ -6%	22	▼ -8%	4	▲ 29%	8	▲ 74%	1	▲ 71%	1,327	▼ -3%
Finland	27	▲ 90%	373	▼ -16%	326	▼ -6%	207	▼ -7%	110	▼ -19%	3	▼ -46%	3	▲ 356%	0	▼ -80%	0	▼ -38%	1,050	▼ -10%
India	10	▼ -61%	879	▼ -47%	101	▲ 43%	18	▲ 284%	11	▼ -28%	0	▼ -8%	3	▲ 204%	1	▲ 53%	6	▲ 66550%	1,028	▼ -42%
Poland	2	na	874	▲ 11%	30	▼ -21%	13	▼ -45%	8	▼ -8%	1	▼ -79%	1	▼ -72%	0	▼ -89%	0	▼ -94%	928	▲ 8%
Rest of world	450	▲ 45%	3,630	▼ -18%	1,861	▼ -25%	576	▼ -15%	635	▼ -19%	155	▼ -19%	249	▲ 67%	93	▲ 17%	146	▲ 133%	7,794	▼ -15%
Total	5,597	▼ -44%	211,907	▼ -1%	59,639	▼ -0%	17,645	▼ -5%	19,461	▼ -14%	5,117	▲ 9%	8,330	▼ -18%	3,726	▲ 4%	4,935	▲ 37%	336,356	▼ -3%

Bottled exports by wine style – value

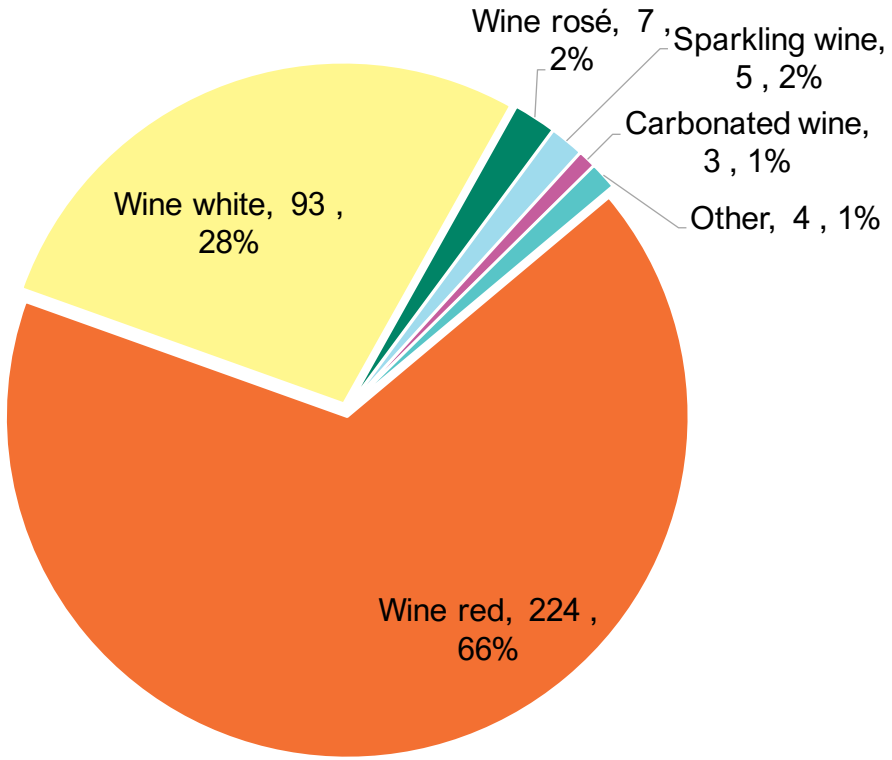




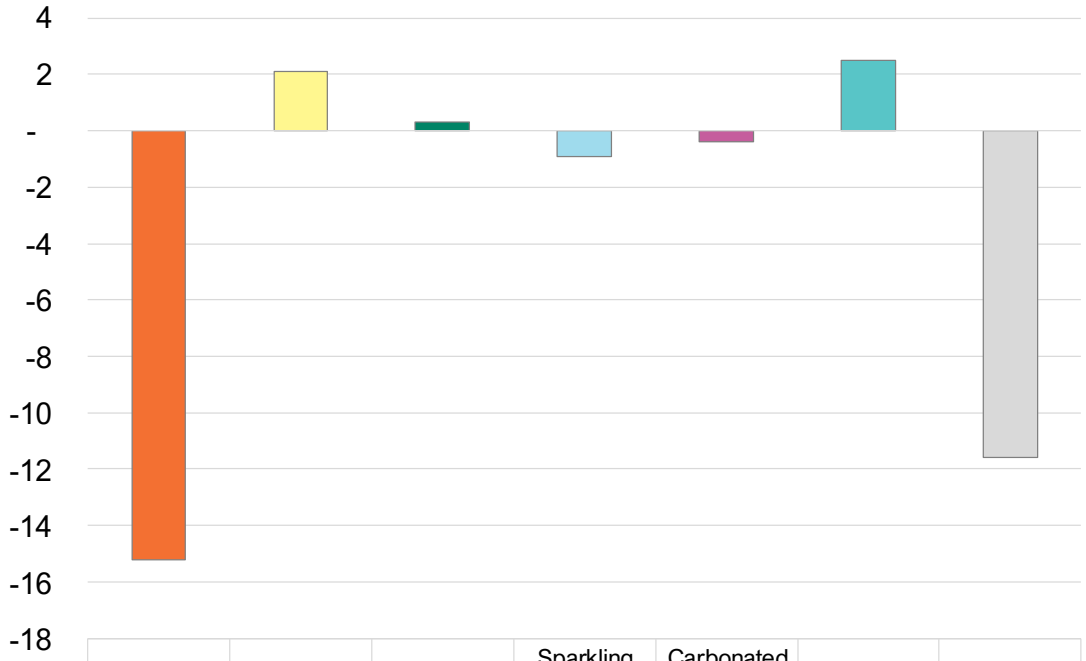
	Wine red	Wine white	Wine rosé	Sparkling wine	Carbonated wine	Other	Total
Value change	$21	$13	$3	-$6	-$0	$8	$38
% change	▲ 1%	▲ 3%	▲ 10%	▼ -15%	▼ -2%	▲ 36%	▲ 2%

Bottled exports by wine style - volume

Volume (million litres)



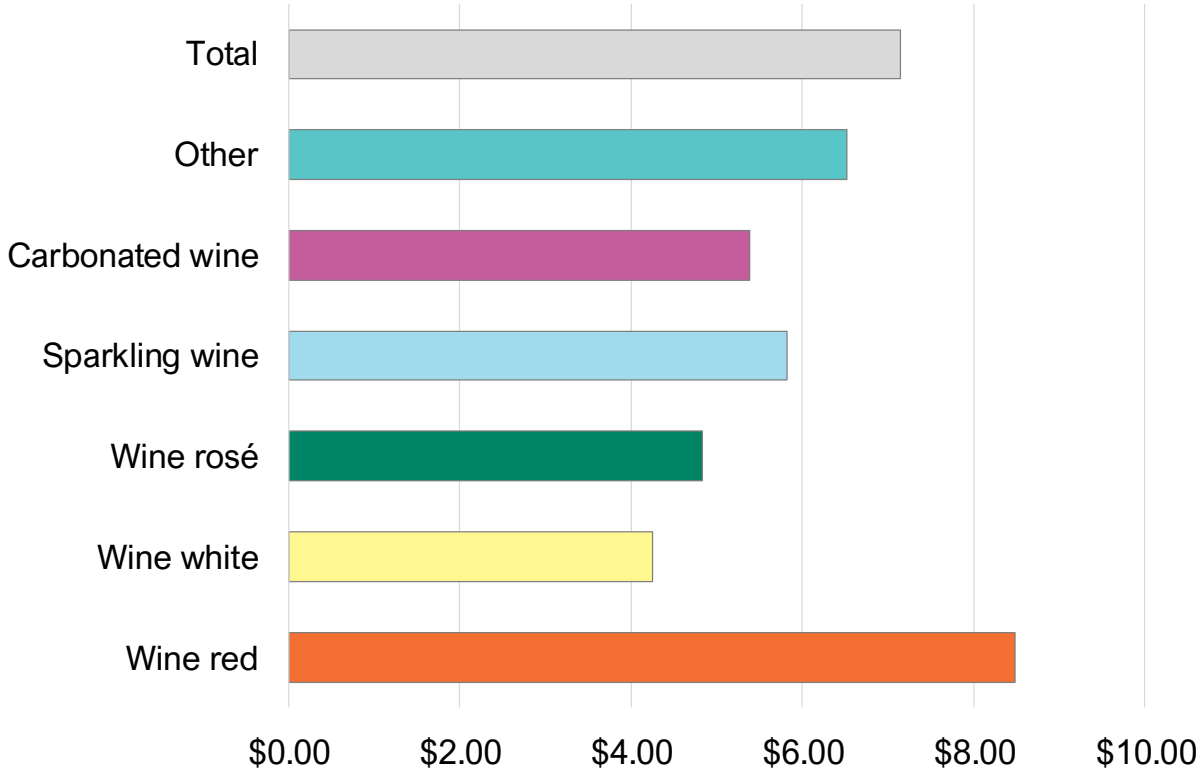
Volume change (million litres)



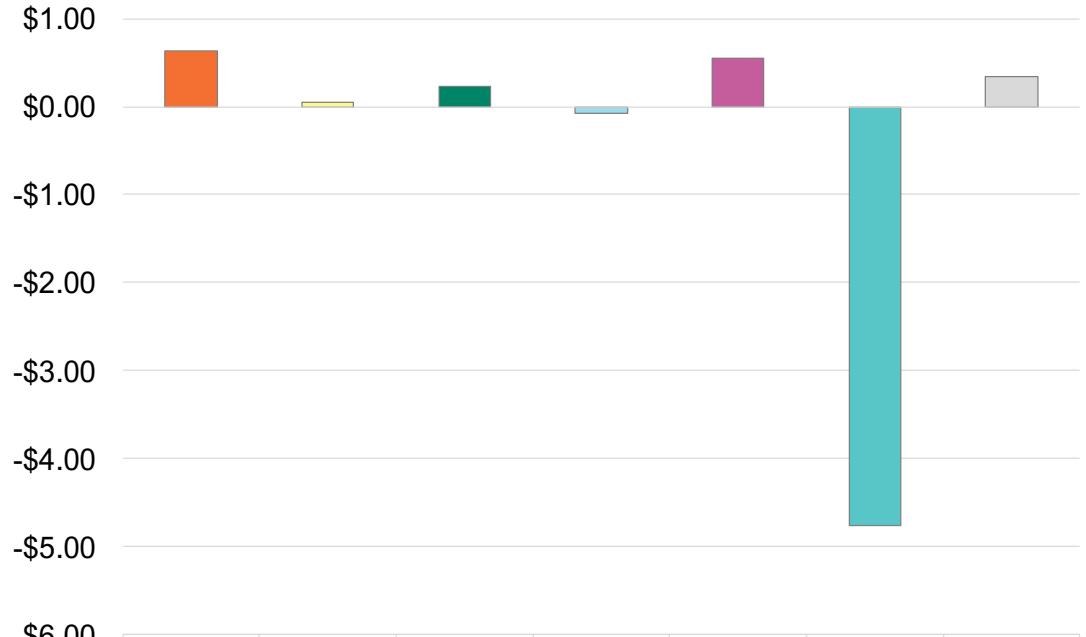
	Wine red	Wine white	Wine rosé	Sparkling wine	Carbonated wine	Other	Total
Volume change	-15	2	0.3	-1	-0.4	2.5	-12
% change	▼ -6%	▲ 2%	▲ 5%	▼ -14%	▼ -12%	▲ 136%	▼ -3%

Bottled exports by wine style – average value

Average value (AUD per litre)

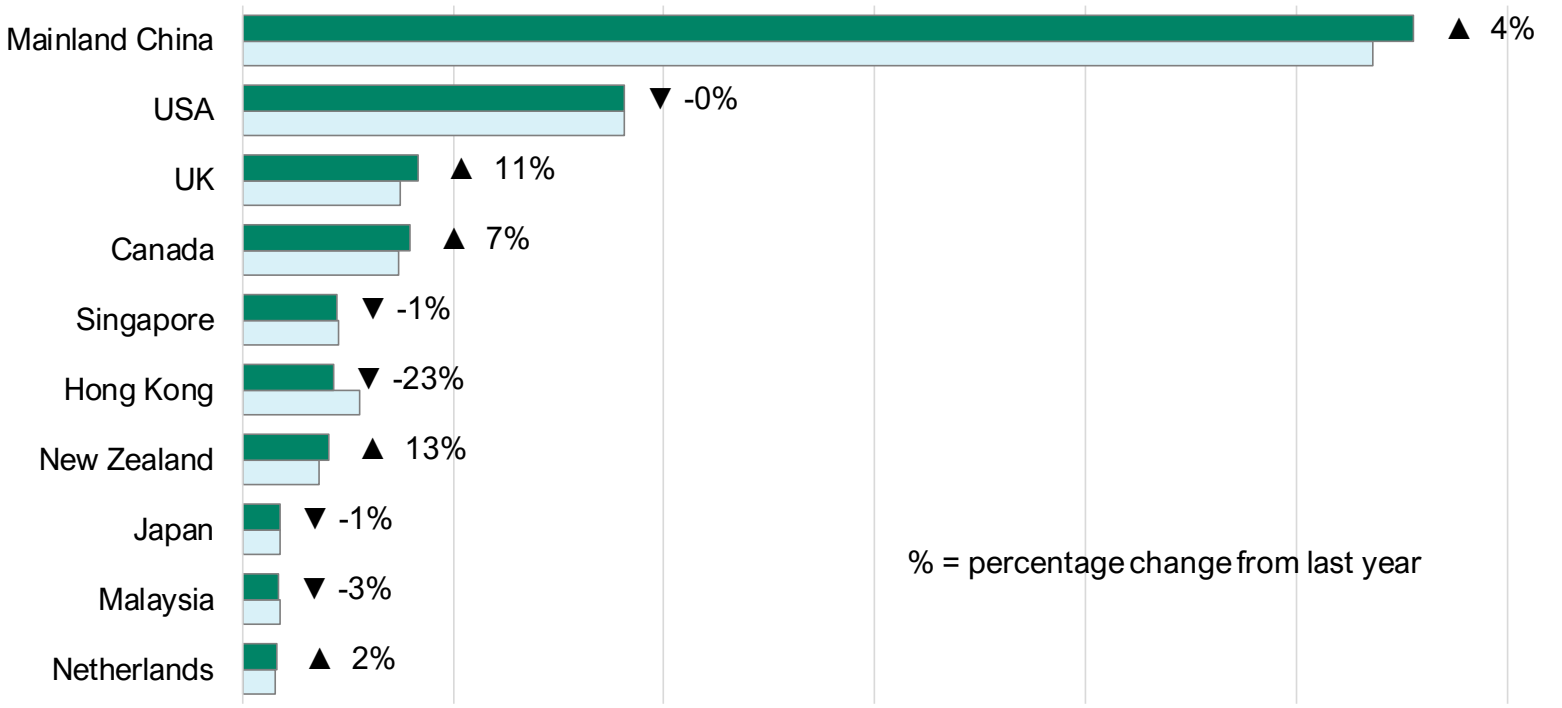


Average value change (AUD per litre)



	Wine red	Wine white	Wine rosé	Sparkling wine	Carbonated wine	Other	Total
Ave. value change	$0.63	$0.04	$0.23	-$0.07	$0.55	-$4.76	$0.35
% change	▲ 8%	▲ 1%	▲ 5%	▼ -1%	▲ 11%	▼ -42%	▲ 5%

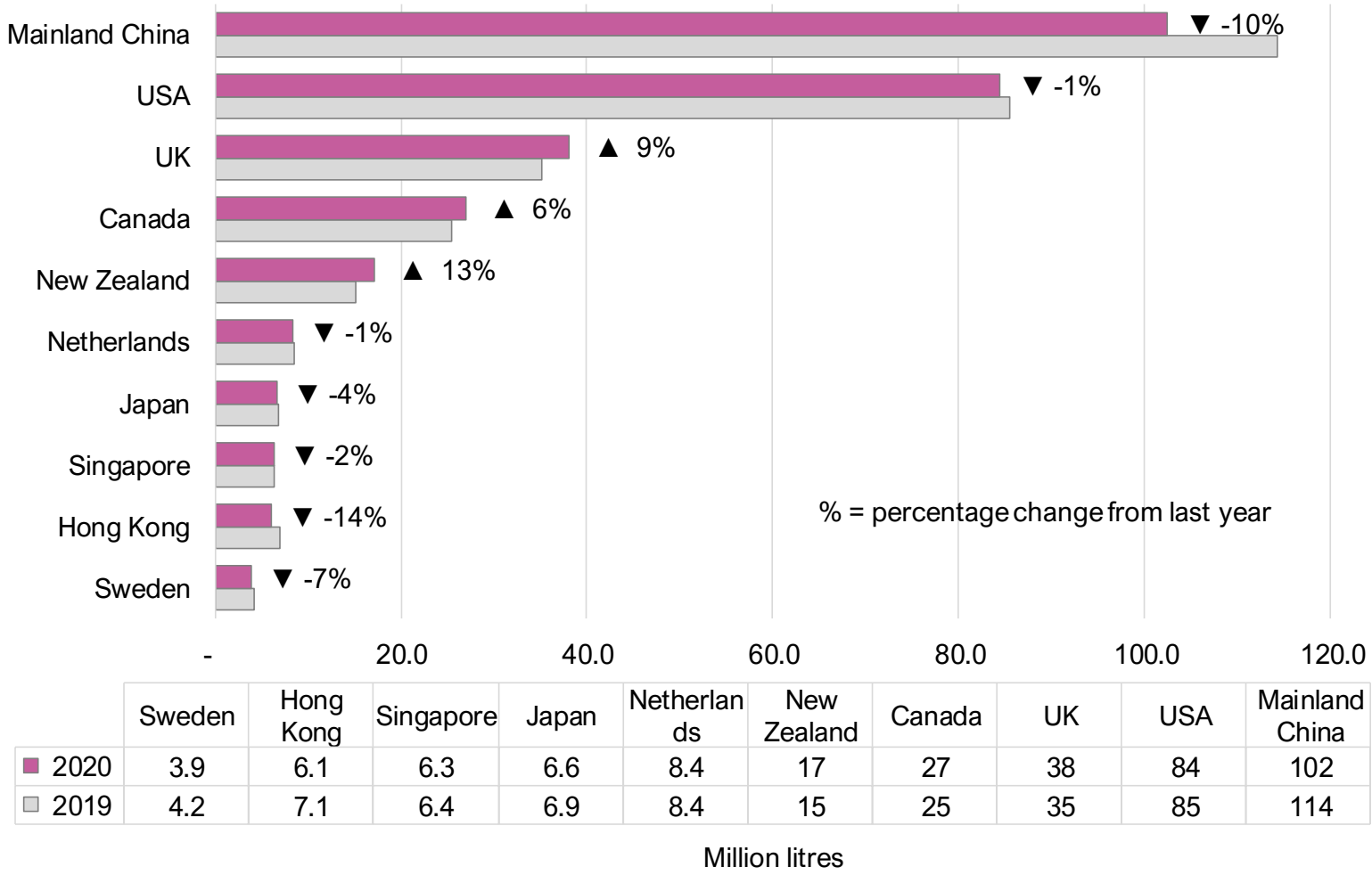
Bottled exports by top 10 destinations – value



	Netherlands	Malaysia	Japan	New Zealand	Hong Kong	Singapore	Canada	UK	USA	Mainland China
2020	$32	$35	$36	$82	$86	$91	$159	$166	$362	$1,111
2019	$32	$36	$36	$72	$112	$91	$148	$150	$363	$1,072

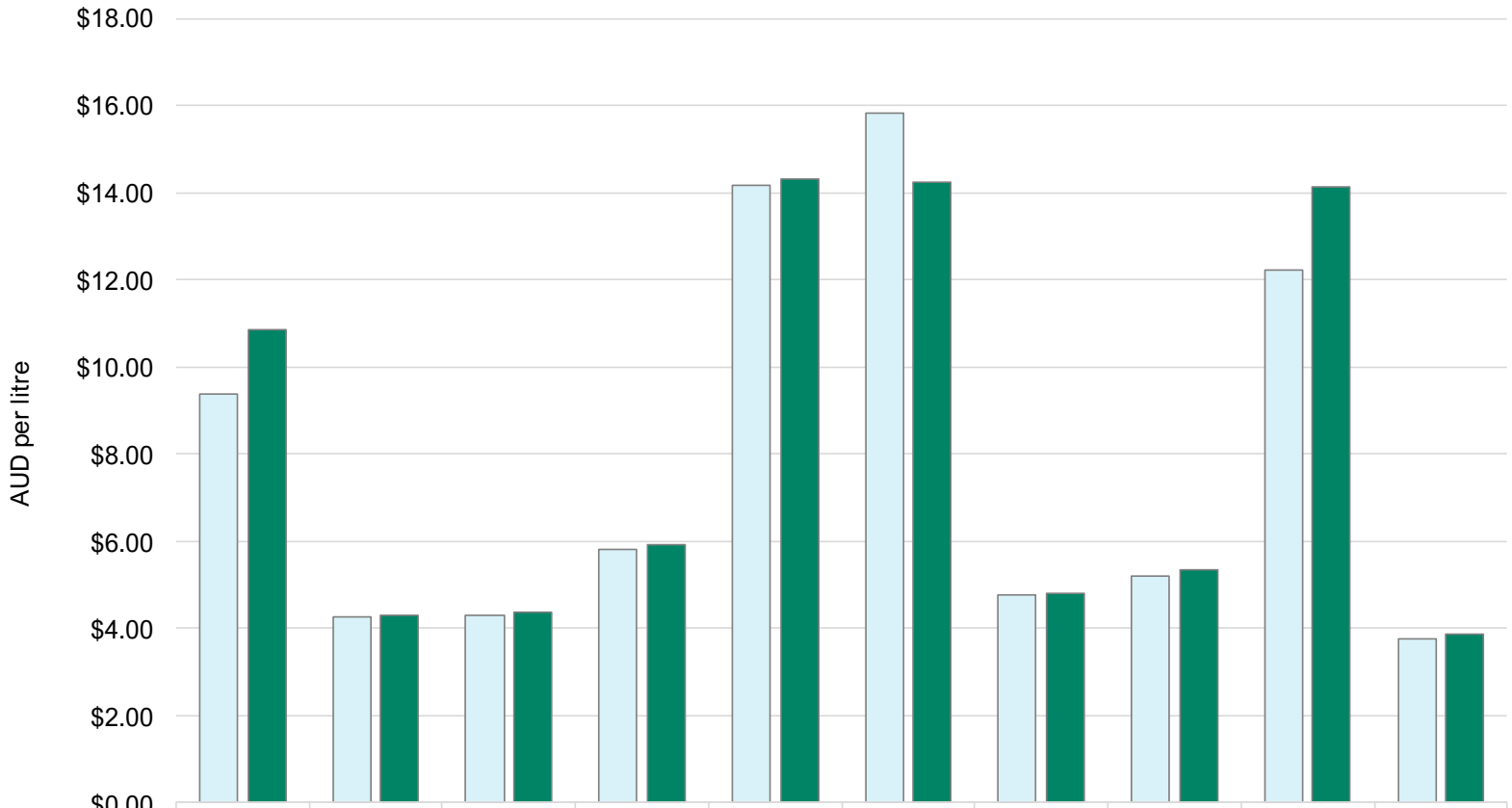
Million AUD

Bottled exports by top 10 destinations – volume



	Sweden	Hong Kong	Singapore	Japan	Netherlands	New Zealand	Canada	UK	USA	Mainland China
2020	3.9	6.1	6.3	6.6	8.4	17	27	38	84	102
2019	4.2	7.1	6.4	6.9	8.4	15	25	35	85	114

Bottled exports by top 10 destinations – average value

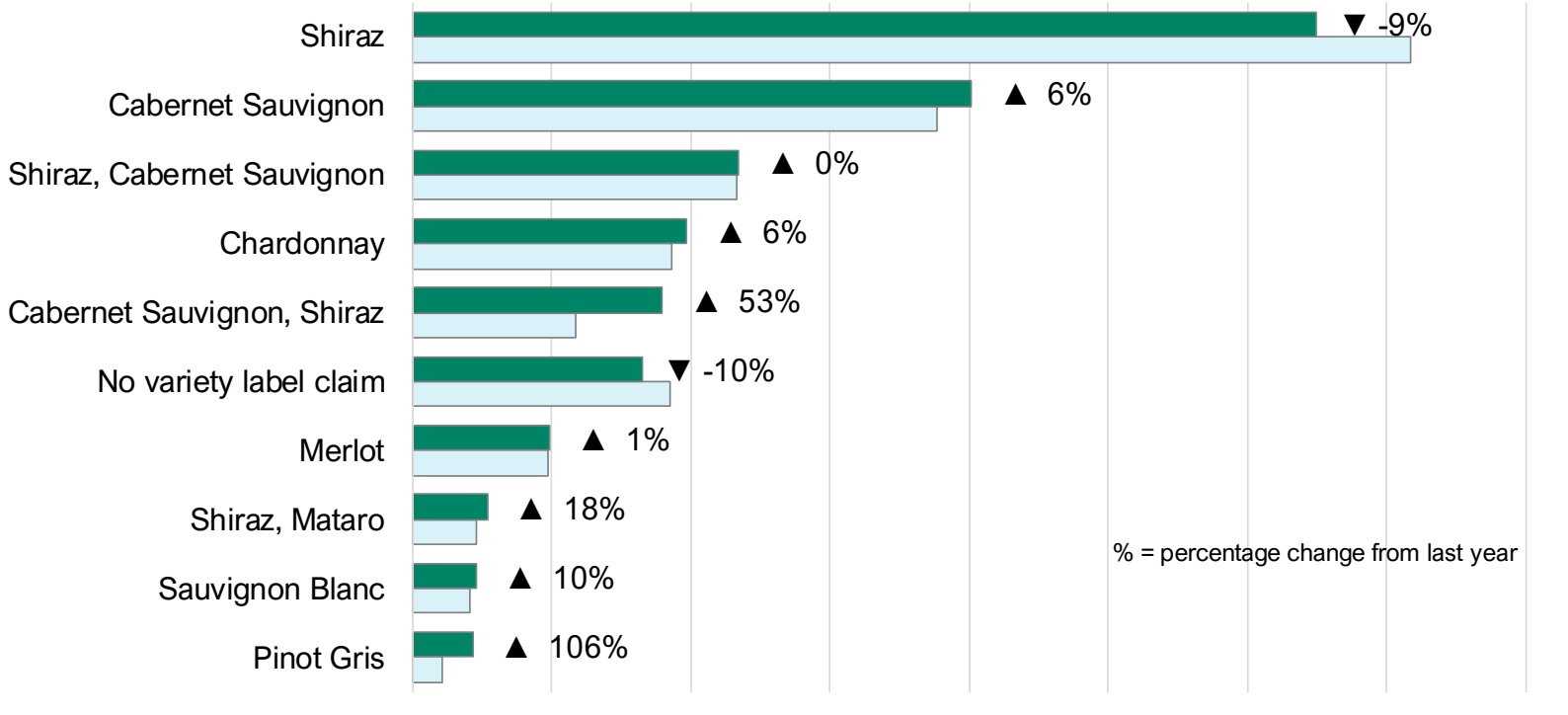


	Mainland China	USA	UK	Canada	Singapore	Hong Kong	New Zealand	Japan	Malaysia	Netherlands
2019	$9.38	$4.24	$4.28	$5.82	$14.16	$15.82	$4.78	$5.21	$12.21	$3.77
2020	$10.84	$4.29	$4.35	$5.91	$14.33	$14.23	$4.80	$5.36	$14.15	$3.85
% change	▲ 16%	▲ 1%	▲ 2%	▲ 2%	▲ 1%	▼ -10%	▲ 0%	▲ 3%	▲ 16%	▲ 2%

Bottled exports by top 20 variety label claims

	Value (million AUD)		Volume (million litres)		Average value (AUD per litre)	
Variety label claim	2020	% change	2020	% change	2020	% change
Shiraz	$650	-9%	77.1	-10%	$8.43	0%
Cabernet Sauvignon	$401	6%	48.4	-1%	$8.28	8%
Shiraz, Cabernet Sauvignon	$234	0%	29.2	-4%	$8.03	5%
Chardonnay	$197	6%	46.9	3%	$4.20	2%
Cabernet Sauvignon, Shiraz	$179	53%	5.2	5%	$34.29	46%
No variety label claim	$166	-10%	33.0	-12%	$5.02	2%
Merlot	$99	1%	22.5	-2%	$4.37	3%
Shiraz, Mataro	$54	18%	2.3	15%	$23.81	2%
Sauvignon Blanc	$46	10%	12.6	11%	$3.65	-1%
Pinot Gris	$44	106%	11.5	88%	$3.83	10%
Pinot Noir	$31	-4%	4.6	-7%	$6.66	4%
Cabernet Sauvignon, Merlot	$29	-24%	5.9	-25%	$4.87	2%
Shiraz, Cabernet	$25	69%	2.4	29%	$10.45	31%
Cabernet, Shiraz	$19	32%	0.6	11%	$33.78	18%
Riesling	$19	-5%	2.9	-9%	$6.37	4%
Pinot Grigio	$16	-52%	4.1	-50%	$3.95	-4%
Shiraz, Grenache, Mataro	$16	44%	0.7	11%	$23.00	30%
Cabernet	$15	13%	1.1	-25%	$13.67	52%
Moscato	$14	791629%	2.9	1447215%	$4.85	-45%
Chardonnay, Pinot Noir	$11	-28%	2.1	-28%	$5.49	1%

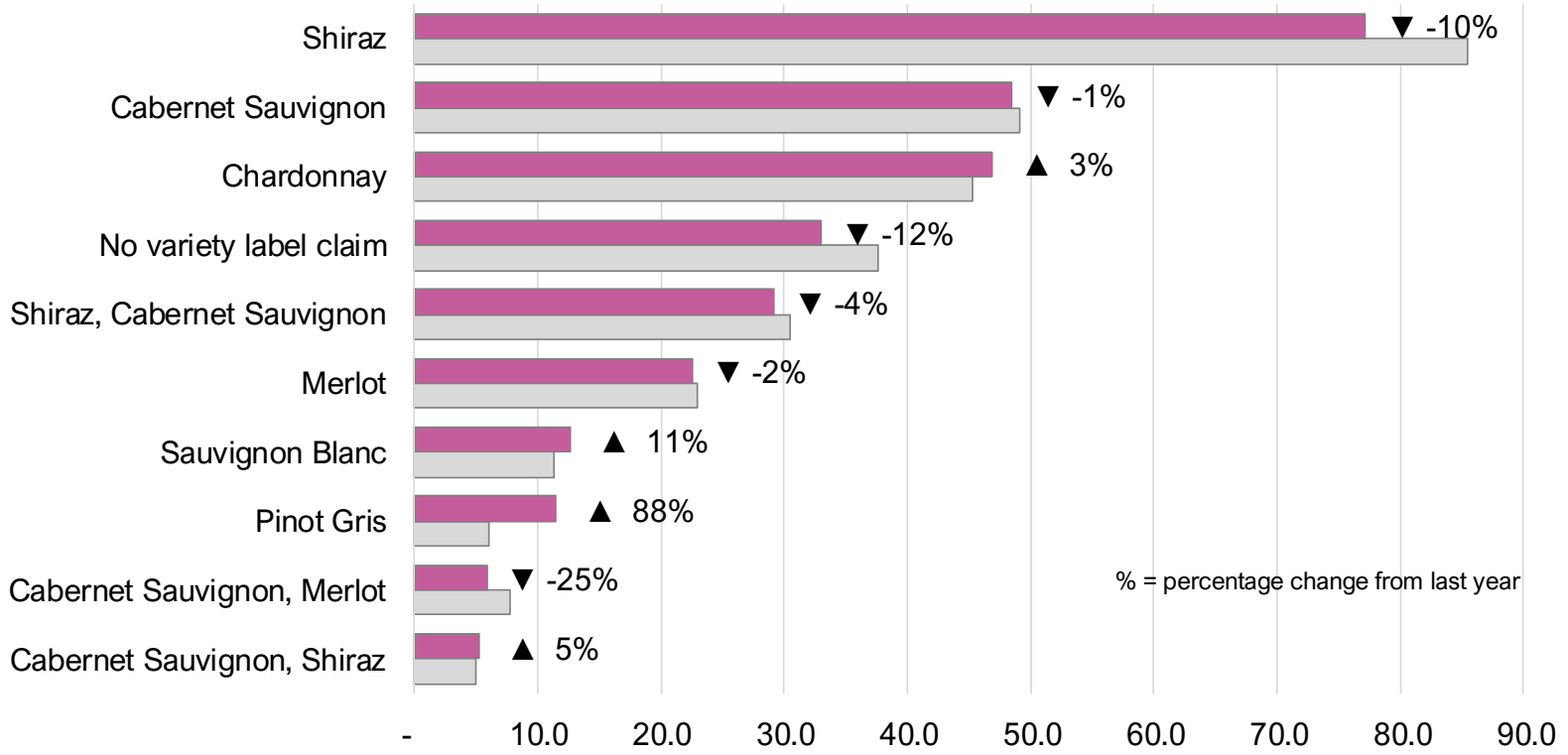
Bottled exports by top 10 variety label claims – value



	Pinot Gris	Sauvignon Blanc	Shiraz, Mataro	Merlot	No variety label claim	Cabernet Sauvignon, Shiraz	Chardonnay	Shiraz, Cabernet Sauvignon	Cabernet Sauvignon	Shiraz
2020	$44	$46	$54	$99	$166	$179	$197	$234	$401	$650
2019	$21	$42	$46	$97	$185	$117	$186	$234	$377	$718

Million AUD

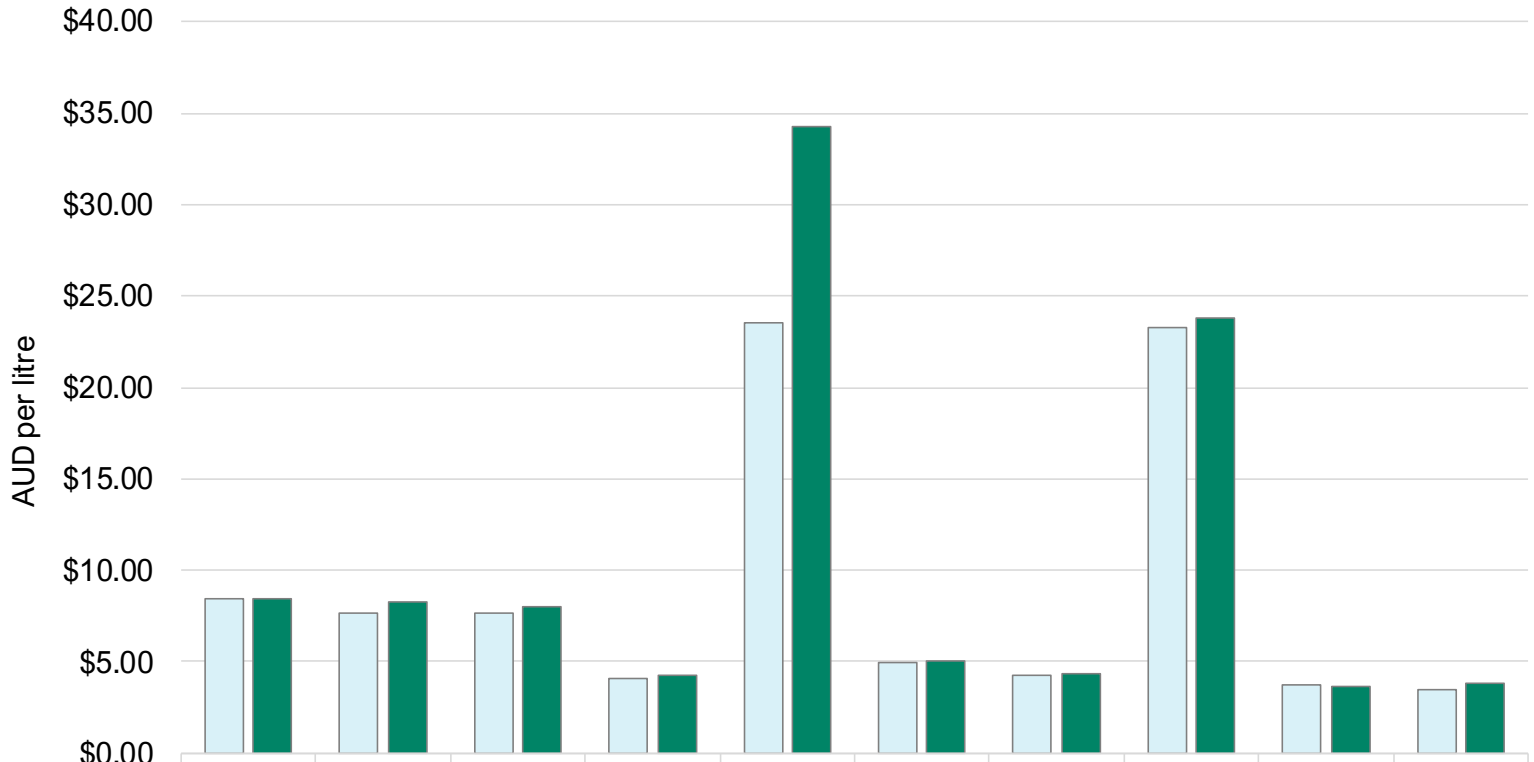
Bottled exports by top 10 variety label claims – volume



	Cabernet Sauvignon, Shiraz	Cabernet Sauvignon, Merlot	Pinot Gris	Sauvignon Blanc	Merlot	Shiraz, Cabernet Sauvignon	No variety label claim	Chardonnay	Cabernet Sauvignon	Shiraz
2020	5.2	5.9	11	13	23	29	33	47	48	77
2019	5.0	7.8	6	11	23	30	38	45	49	85

Million litres

Bottled exports by top 10 variety label claims – average value

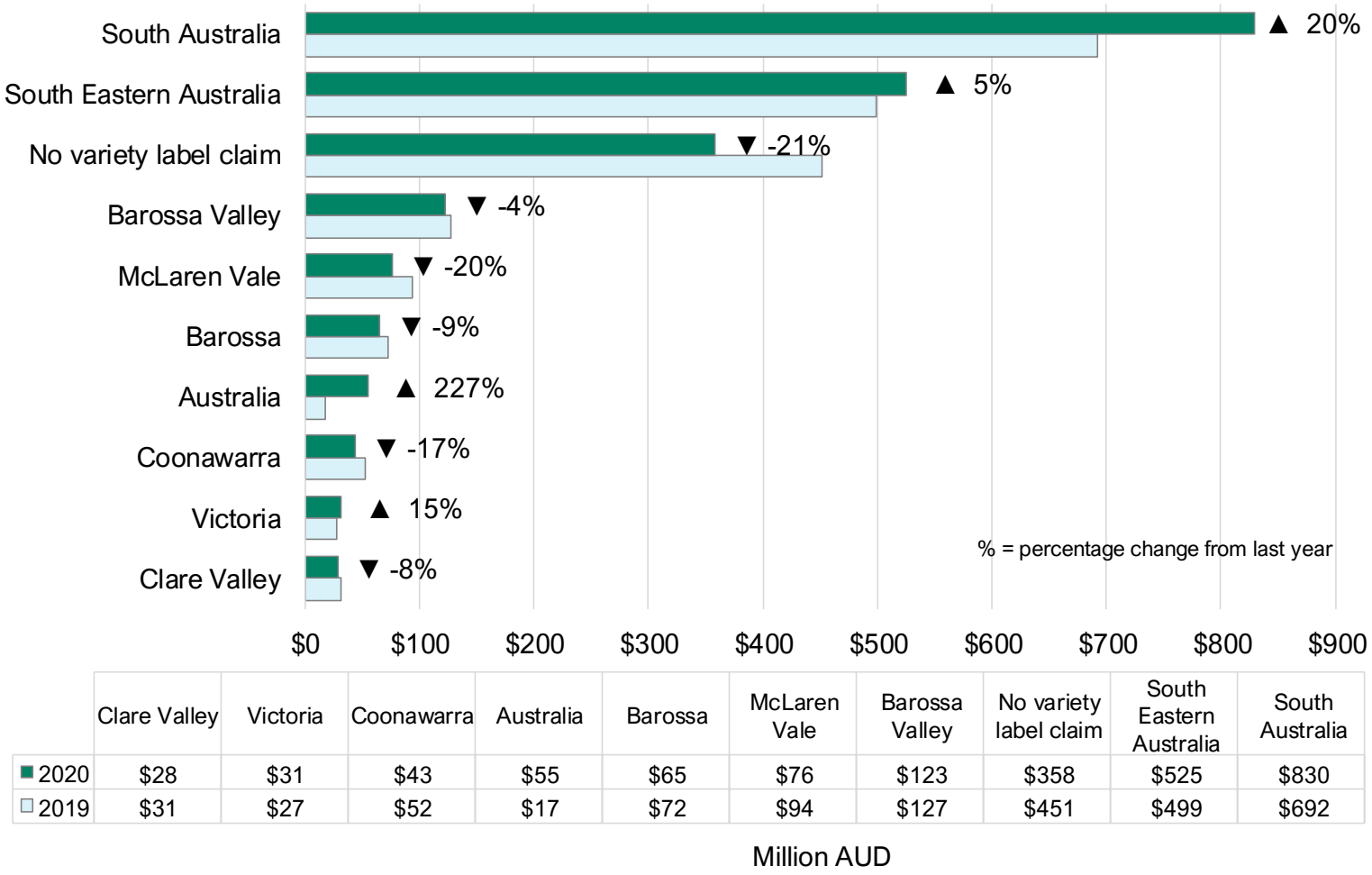


	Shiraz	Cabernet Sauvignon	Shiraz, Cabernet Sauvignon	Chardonnay	Cabernet Sauvignon, Shiraz	No variety label claim	Merlot	Shiraz, Mataro	Sauvignon Blanc	Pinot Gris
2019	$8.39	$7.69	$7.66	$4.11	$23.55	$4.92	$4.25	$23.31	$3.68	$3.49
2020	$8.43	$8.28	$8.03	$4.20	$34.29	$5.02	$4.37	$23.81	$3.65	$3.83
% change	▲ 0%	▲ 8%	▲ 5%	▲ 2%	▲ 46%	▲ 2%	▲ 3%	▲ 2%	▼ -1%	▲ 10%

Bottled exports by top 20 GI label claims

	Value (million AUD)		Volume (million litres)		Average value (AUD per litre)	
GI label claim	2020	% change	2020	% change	2020	% change
South Australia	$830	20%	70.8	6%	$11.73	13%
South Eastern Australia	$525	5%	135.6	1%	$3.87	4%
No variety label claim	$358	-21%	65.0	-20%	$5.50	-1%
Barossa Valley	$123	-4%	5.9	-1%	$20.86	-2%
McLaren Vale	$76	-20%	6.3	-21%	$11.99	2%
Barossa	$65	-9%	5.0	-11%	$13.14	2%
Australia	$55	227%	10.1	232%	$5.47	-1%
Coonawarra	$43	-17%	3.0	-10%	$14.54	-8%
Victoria	$31	15%	5.1	23%	$6.12	-7%
Clare Valley	$28	-8%	3.1	-10%	$9.22	2%
Margaret River	$28	-17%	2.2	-20%	$12.58	3%
Yarra Valley	$22	-4%	1.2	-6%	$17.97	2%
Limestone Coast	$20	-6%	3.0	-7%	$6.72	1%
Langhorne Creek	$16	-24%	1.9	-25%	$8.57	1%
Adelaide Hills	$15	-26%	1.2	-35%	$12.14	14%
Heathcote	$14	18%	0.9	13%	$16.56	5%
Eden Valley	$8	4%	0.4	-17%	$22.08	25%
Langhorne Creek, McLaren Vale	$7	-13%	1.4	-9%	$5.18	-4%
Western Australia	$6	-39%	0.9	-38%	$6.80	-3%
Goulburn Valley	$6	22%	0.6	28%	$10.54	-5%

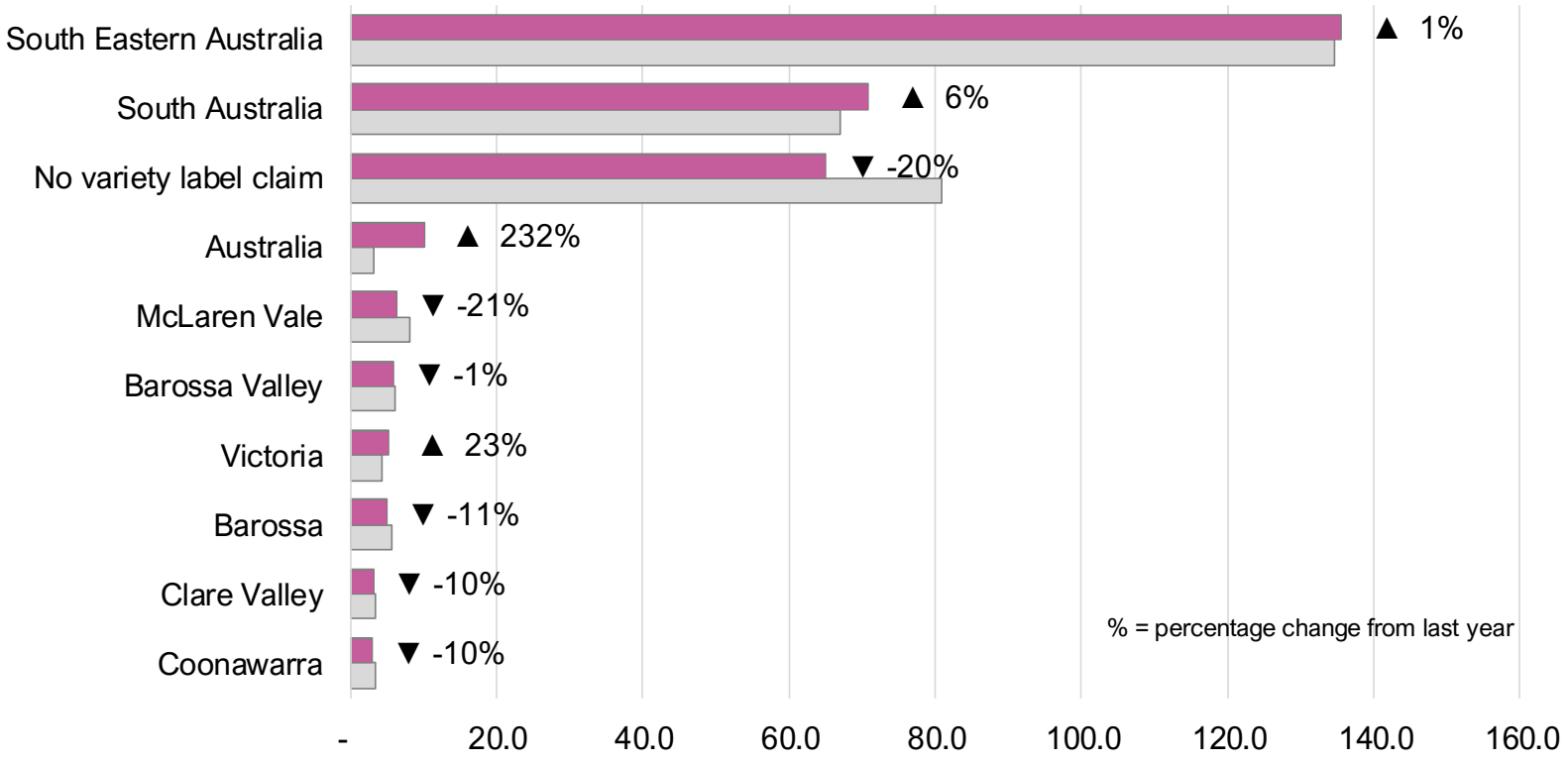
Bottled exports by top 10 GI label claims – value



	Clare Valley	Victoria	Coonawarra	Australia	Barossa	McLaren Vale	Barossa Valley	No variety label claim	South Eastern Australia	South Australia
2020	$28	$31	$43	$55	$65	$76	$123	$358	$525	$830
2019	$31	$27	$52	$17	$72	$94	$127	$451	$499	$692

Million AUD

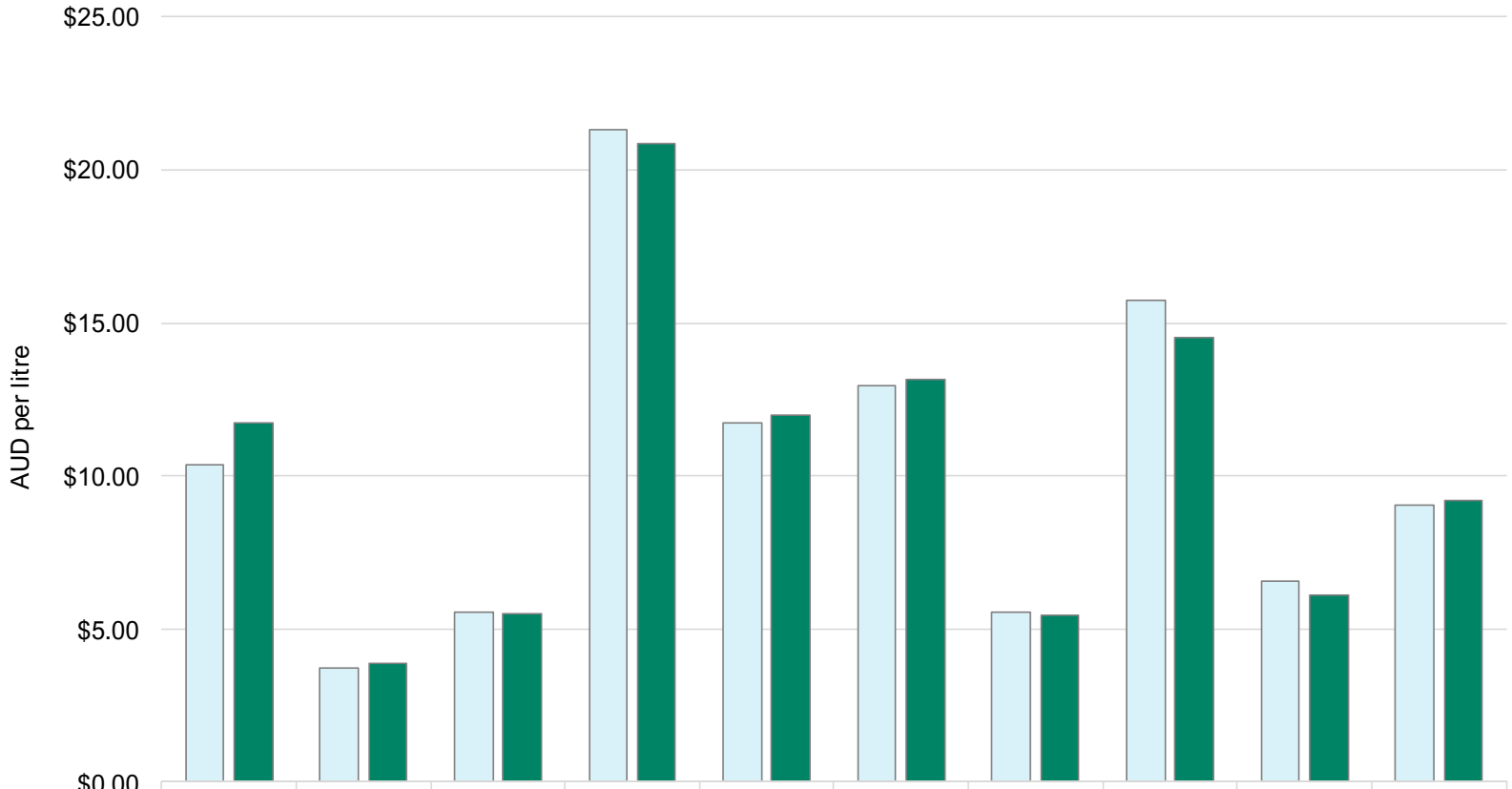
Bottled exports by top 10 GI label claims – volume



	Coonawarra	Clare Valley	Barossa	Victoria	Barossa Valley	McLaren Vale	Australia	No variety label claim	South Australia	South Eastern Australia
2020	3.0	3.1	5.0	5.1	5.9	6.3	10.1	65	71	136
2019	3.3	3.4	5.6	4.2	6.0	8.0	3.0	81	67	135

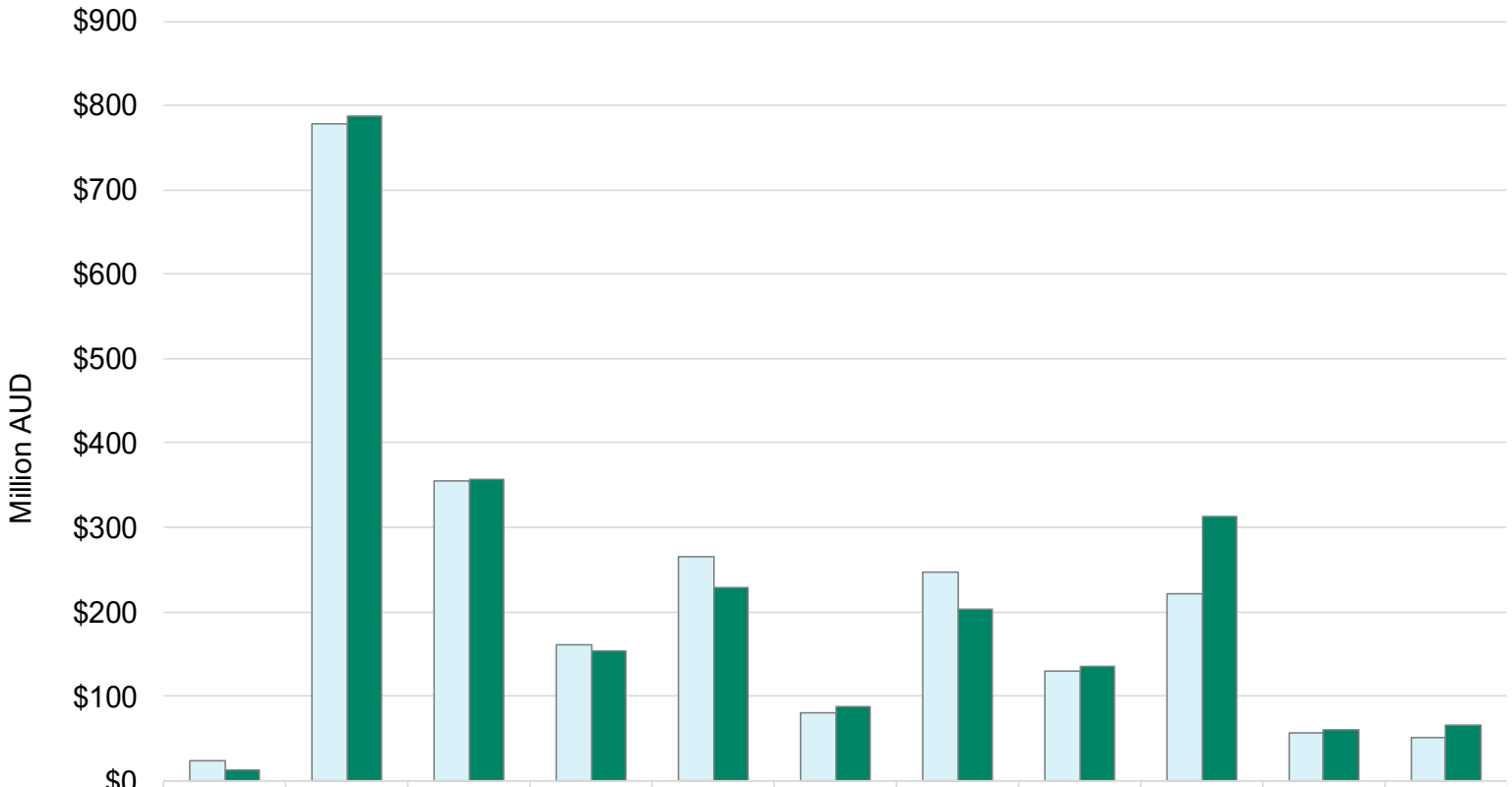
Million litres

Bottled exports by top 10 GI label claims – average value



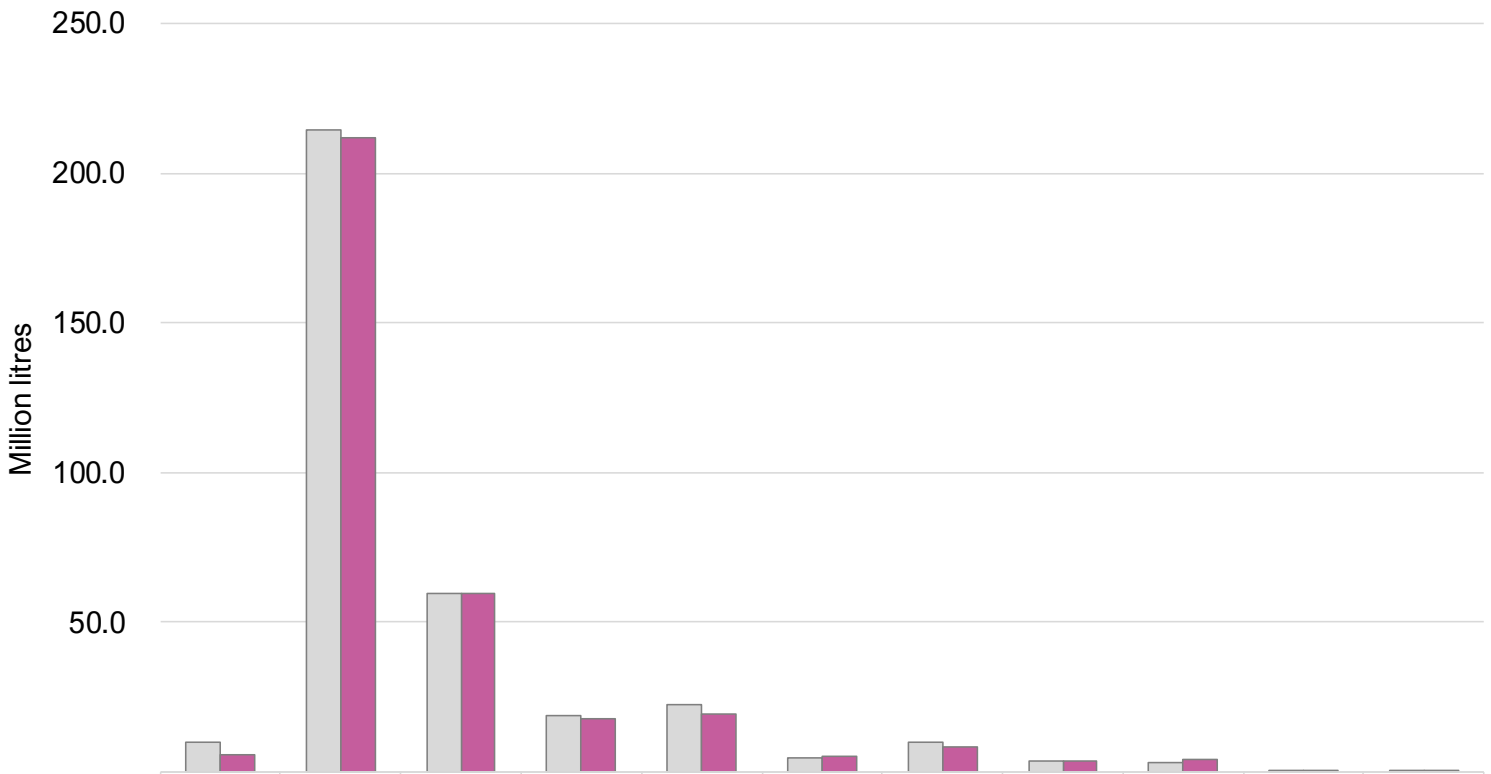
	South Australia	South Eastern Australia	No variety label claim	Barossa Valley	McLaren Vale	Barossa	Australia	Coonawarra	Victoria	Clare Valley
2019	$10.34	$3.71	$5.57	$21.33	$11.75	$12.93	$5.55	$15.73	$6.57	$9.04
2020	$11.73	$3.87	$5.50	$20.86	$11.99	$13.14	$5.47	$14.54	$6.12	$9.22
% change	▲ 13%	▲ 4%	▼ -1%	▼ -2%	▲ 2%	▲ 2%	▼ -1%	▼ -8%	▼ -7%	▲ 2%

Bottled exports by price segment – value



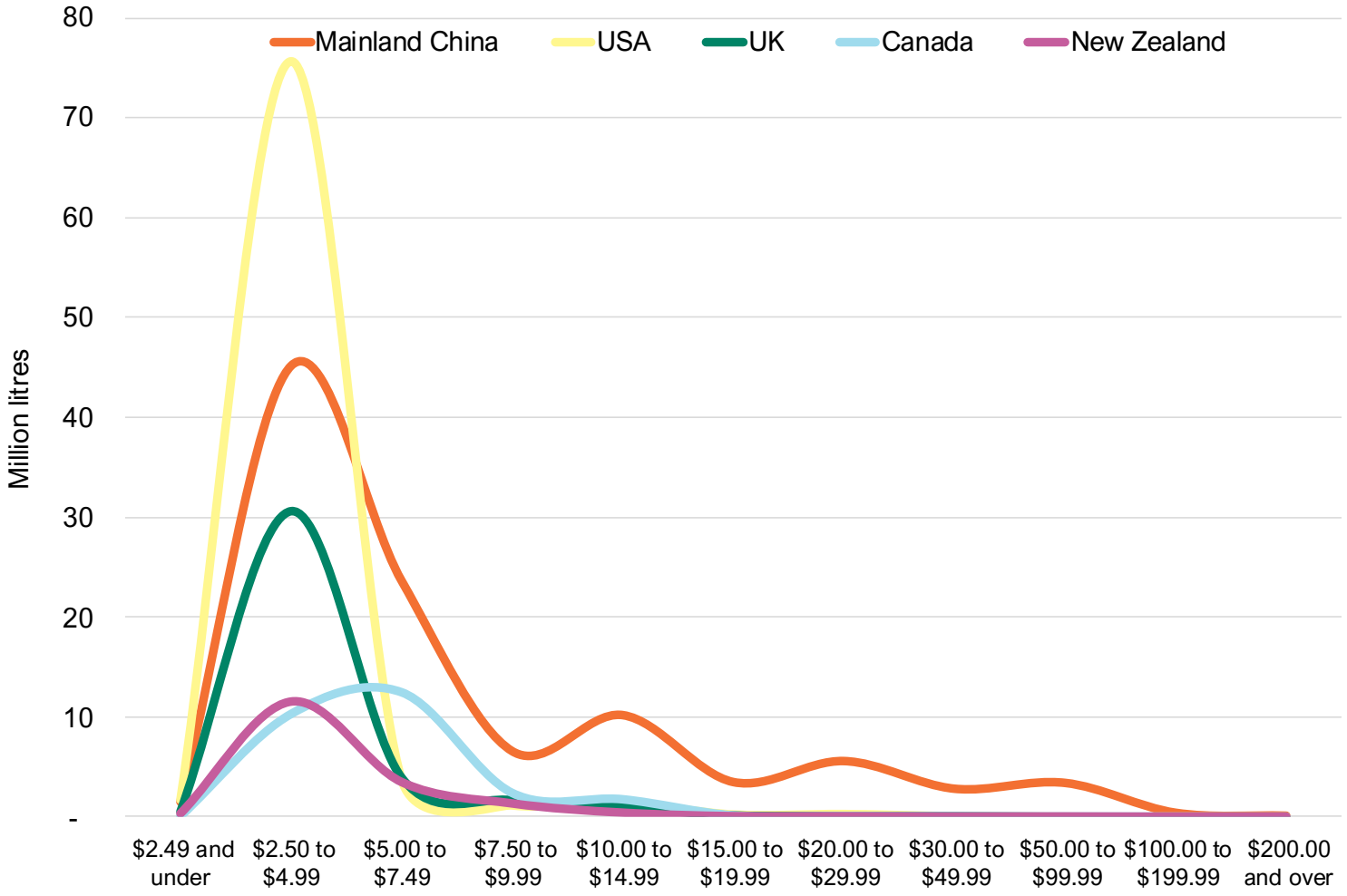
	$2.49 and under	$2.50 to $4.99	$5.00 to $7.49	$7.50 to $9.99	$10.00 to $14.99	$15.00 to $19.99	$20.00 to $29.99	$30.00 to $49.99	$50.00 to $99.99	$100.00 to $199.99	$200.00 and over
2019	$23	$778	$355	$160	$266	$79	$247	$130	$221	$56	$50
2020	$12	$788	$357	$153	$228	$87	$204	$135	$313	$59	$66
% change	▼ -47%	▲ 1%	▲ 1%	▼ -4%	▼ -14%	▲ 10%	▼ -17%	▲ 4%	▲ 42%	▲ 5%	▲ 33%

Bottled exports by price segment – volume



	$2.49 and under	$2.50 to $4.99	$5.00 to $7.49	$7.50 to $9.99	$10.00 to $14.99	$15.00 to $19.99	$20.00 to $29.99	$30.00 to $49.99	$50.00 to $99.99	$100.00 to $199.99	$200.00 and over
2019	10.0	214.8	59.8	18.6	22.8	4.7	10.1	3.6	3.1	0.5	0.1
2020	5.6	211.9	59.6	17.6	19.5	5.1	8.3	3.7	4.4	0.5	0.1
% change	▼ -44%	▼ -1%	▼ -0%	▼ -5%	▼ -14%	▲ 9%	▼ -18%	▲ 4%	▲ 43%	▲ 2%	▲ 22%

Bottled exports price segment profile – top markets



Unpackaged wine exports

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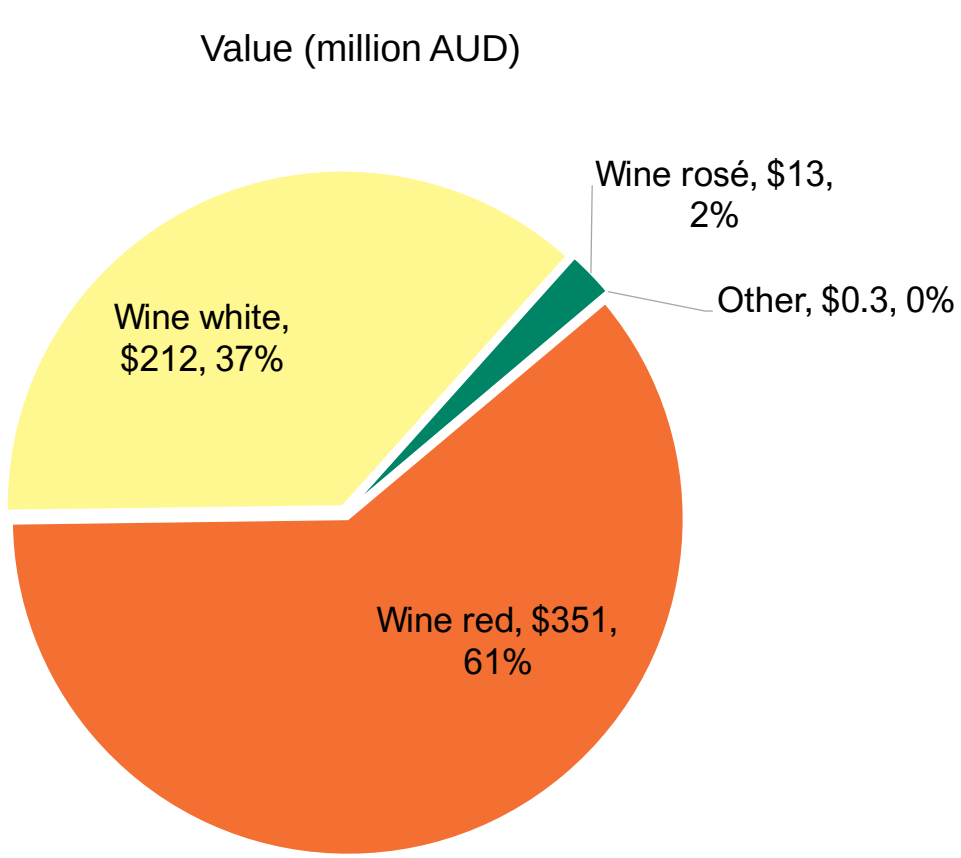
Unpackaged exports by price segment and destination – value (‘000 AUD)

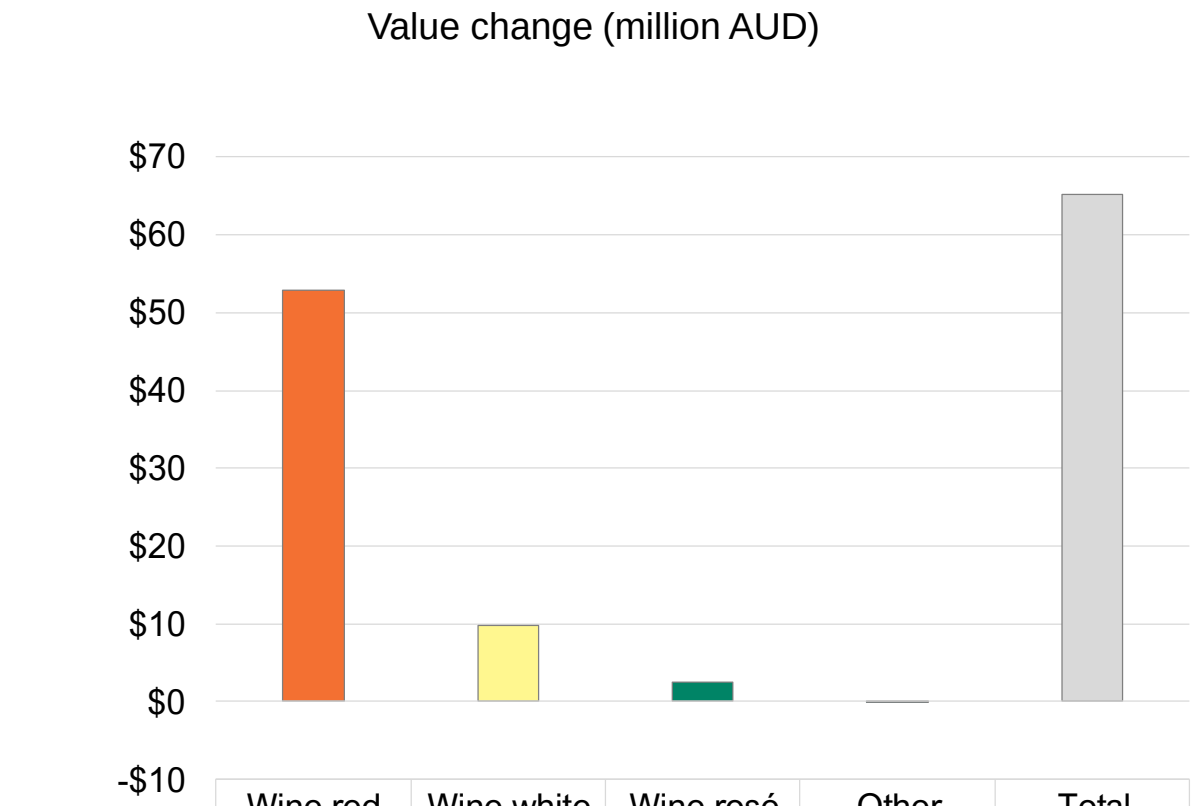
	$0.49 and under		$0.50 to $0.99		$1.00 to $1.49		$1.50 to $1.99		$2.00 to $2.49		$2.50 and above		Total	
Destination market	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change
UK	$26	▼ -61%	$65,276	▼ -10%	$134,560	▲ 15%	$48,656	▲ 278%	$2,416	▼ -9%	$13,169	▲ 30%	$264,103	▲ 23%
USA	$39	▼ -67%	$2,093	▼ -90%	$46,875	▲ 35%	$20,660	▲ 45%	$2,181	▲ 95%	$4,888	▲ 158%	$76,736	▲ 5%
Mainland China	$0	na	$75	na	$7,481	▼ -52%	$7,476	▲ 9%	$3,206	▼ -26%	$42,790	▲ 32%	$61,027	▲ 3%
Germany	$0	na	$7,407	▼ -25%	$21,723	▲ 5%	$8,378	▲ 247%	$912	▼ -14%	$3,760	▲ 83%	$42,180	▲ 17%
Canada	$0	na	$4,877	▼ -31%	$23,602	▼ -19%	$5,970	▲ 144%	$563	▲ 11%	$112	na	$35,124	▼ -10%
Denmark	$42	na	$1,784	▼ -22%	$11,027	▲ 17%	$12,636	▲ 457%	$114	▼ -1%	$207	▲ 59%	$25,810	▲ 82%
New Zealand	$0	▼ -100%	$3,588	▼ -39%	$9,185	▲ 18%	$2,254	▲ 123%	$409	▲ 149%	$3,901	▼ -38%	$19,337	▼ -9%
France	$0	na	$319	▼ -61%	$4,336	▲ 58%	$6,518	▲ 106%	$879	na	$275	▼ -45%	$12,326	▲ 70%
Belgium	$0	na	$732	▼ -75%	$5,790	▲ 17%	$2,424	▲ 103%	$0	▼ -100%	$201	▲ 23877%	$9,148	▼ -2%
Netherlands	$0	na	$78	▼ -97%	$5,314	▼ -31%	$1,929	▲ 39%	$0	▼ -100%	$0	na	$7,320	▼ -39%
Japan	$0	na	$0	▼ -100%	$4,948	▼ -13%	$1,308	▼ -18%	$288	▲ 193%	$167	▼ -60%	$6,712	▼ -27%
Finland	$0	na	$44	▼ -51%	$2,727	▼ -15%	$2,781	▲ 80%	$48	▼ -86%	$274	▼ -58%	$5,874	▲ 0%
Sweden	$0	na	$0	na	$668	▲ 132%	$1,429	▲ 30%	$504	▲ 69%	$1,428	▲ 29%	$4,030	▲ 44%
Switzerland	$0	na	$85	▼ -1%	$621	▲ 14%	$294	▲ 0%	$0	▼ -100%	$415	▲ 22%	$1,415	▲ 3%
Norway	$0	na	$0	na	$207	▼ -82%	$1,137	▲ 2957%	$55	na	$0	▼ -100%	$1,399	▼ -0%
Ireland	$0	na	$0	na	$401	▲ 20%	$417	▲ 233%	$57	▼ -52%	$313	▲ 141%	$1,188	▲ 68%
Poland	$0	na	$0	na	$18	▼ -71%	$539	▼ -7%	$44	na	$137	▼ -30%	$737	▼ -12%
Spain	$0	na	$0	▼ -100%	$148	▼ -58%	$192	▼ -43%	$155	▲ 197%	$0	▼ -100%	$495	▼ -55%
Thailand	$0	na	$0	▼ -100%	$222	▼ -73%	$260	▲ 65%	$0	na	$0	na	$482	▼ -53%
Russia	$0	na	$0	na	$0	na	$45	▲ 24%	$151	na	$0	na	$196	▲ 444%
Rest of world	$0	na	$0	▼ -100%	$167	▲ 68%	$164	▲ 4%	$0	na	$71	▼ -6%	$402	▼ -38%
Total	$108	▼ -62%	$86,359	▼ -32%	$280,019	▲ 7%	$125,466	▲ 133%	$11,981	▲ 6%	$72,108	▲ 27%	$576,041	▲ 13%

Unpackaged exports by price segment and destination – volume ('000 L)

	$0.49 and under		$0.50 to $0.99		$1.00 to $1.49		$1.50 to $1.99		$2.00 to $2.49		$2.50 and above		Total	
Destination market	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change	2020	% change
UK	240	▼ -33%	76,449	▼ -13%	106,780	▲ 9%	29,424	▲ 270%	1,088	▼ -12%	3,663	▲ 32%	217,645	▲ 10%
USA	264	▼ -50%	2,250	▼ -90%	39,576	▲ 41%	12,148	▲ 40%	962	▲ 91%	1,004	▲ 109%	56,205	▼ -7%
Germany	-	na	7,872	▼ -26%	17,646	▲ 8%	5,424	▲ 253%	456	▼ -14%	1,080	▲ 67%	32,479	▲ 9%
Canada	-	na	5,489	▼ -34%	19,352	▼ -21%	3,768	▲ 157%	277	▲ 13%	24	na	28,911	▼ -16%
Mainland China	-	na	96	na	5,941	▼ -50%	4,319	▲ 4%	1,440	▼ -26%	8,332	▲ 14%	20,128	▼ -21%
Denmark	240	▲ 0%	1,919	▼ -24%	8,680	▲ 20%	7,500	▲ 462%	48	▲ 0%	50	▲ 1%	18,438	▲ 61%
New Zealand	-	▼ -100%	4,881	▼ -38%	7,460	▲ 16%	1,436	▲ 127%	195	▲ 172%	698	▼ -38%	14,670	▼ -11%
France	-	na	336	▼ -60%	3,854	▲ 58%	4,226	▲ 109%	432	na	96	▼ -39%	8,944	▲ 64%
Belgium	-	na	859	▼ -76%	5,087	▲ 18%	1,511	▲ 107%	-	▼ -100%	72	▲ 30052%	7,530	▼ -13%
Netherlands	-	na	96	▼ -97%	4,688	▼ -27%	1,248	▲ 37%	-	▼ -100%	-	na	6,032	▼ -43%
Japan	-	na	-	▼ -100%	4,482	▼ -11%	814	▼ -15%	137	▲ 186%	48	▼ -60%	5,482	▼ -29%
Finland	-	na	51	▼ -50%	2,448	▼ -11%	1,825	▲ 85%	24	▼ -84%	49	▼ -74%	4,397	▲ 5%
Sweden	-	na	-	na	601	▲ 130%	853	▲ 39%	240	▲ 67%	555	▲ 34%	2,249	▲ 57%
Norway	-	na	-	na	144	▼ -82%	744	▲ 3000%	24	na	-	▼ -100%	912	▲ 3%
Switzerland	-	na	96	▲ 0%	520	▲ 14%	192	▼ -0%	-	▼ -100%	71	▼ -0%	879	▲ 2%
Ireland	-	na	-	na	311	▲ 20%	259	▲ 233%	26	▼ -50%	104	▲ 100%	700	▲ 59%
Poland	-	na	-	na	16	▼ -67%	304	▼ -16%	22	na	48	▼ -33%	390	▼ -19%
Thailand	-	na	-	▼ -100%	168	▼ -74%	168	▲ 75%	-	na	-	na	336	▼ -59%
Spain	-	na	-	▼ -100%	120	▼ -59%	120	▼ -39%	76	▲ 192%	-	▼ -100%	316	▼ -55%
Cameroon	-	na	-	na	119	na	-	na	-	na	-	na	119	na
Rest of world	-	▼ -100%	-	▼ -100%	-	▼ -100%	119	▼ -0%	72	na	14	▲ 5%	206	▲ 54%
Total	744	▼ -16%	100,394	▼ -33%	227,993	▲ 6%	76,404	▲ 131%	5,519	▲ 6%	15,911	▲ 16%	426,965	▲ 2%

Unpackaged exports by wine style - value

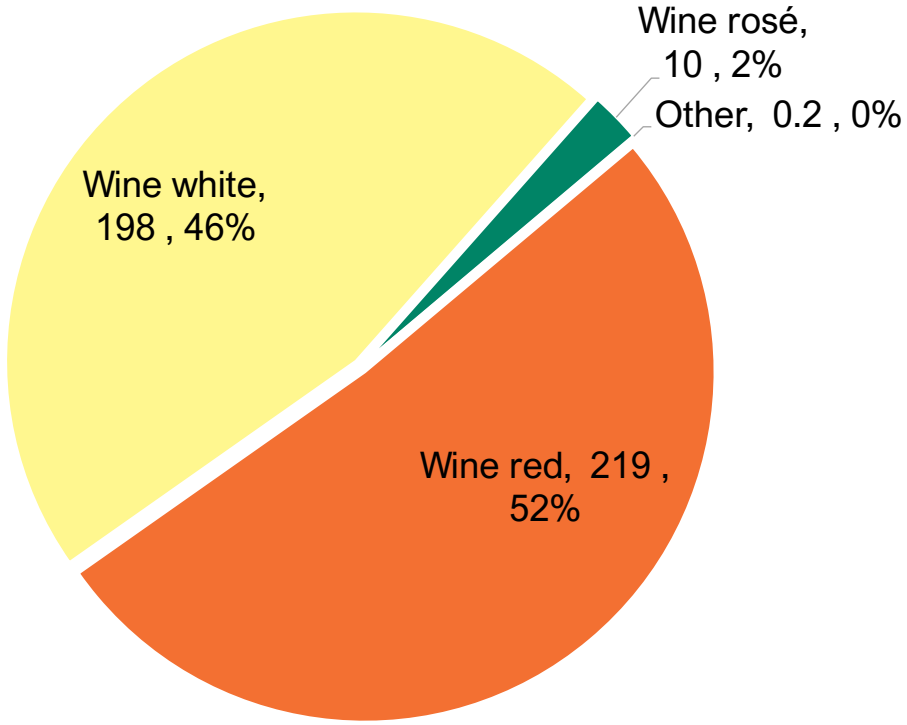




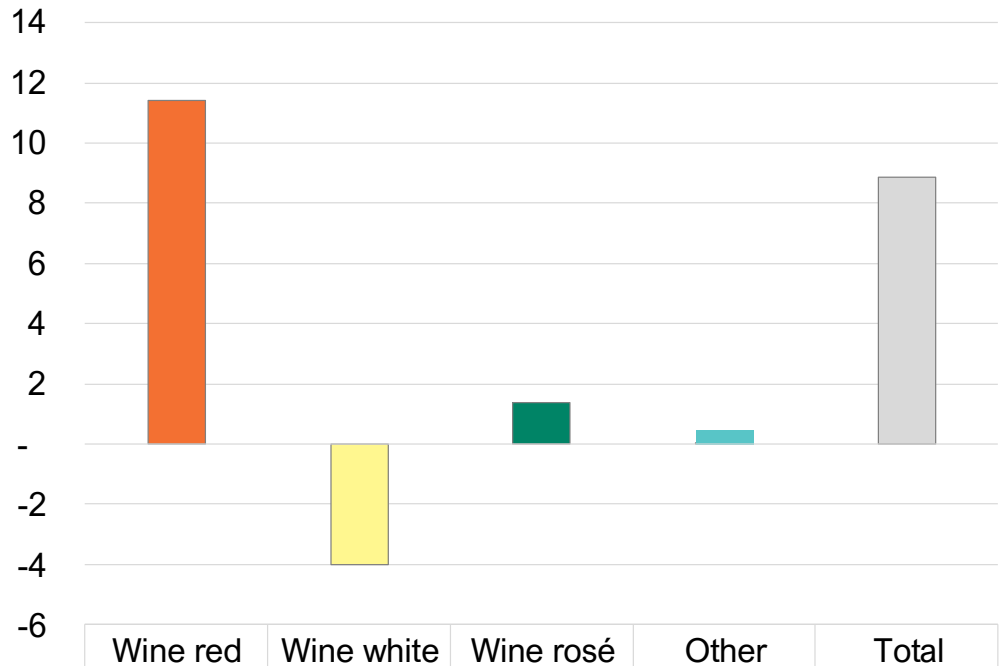
	Wine red	Wine white	Wine rosé	Other	Total
Value change	$53	$10	$2.5	-$0.1	$65
% change	▲ 18%	▲ 5%	▲ 24%	▼ -18%	▲ 13%

Unpackaged exports by wine style - volume

Volume (million litres)



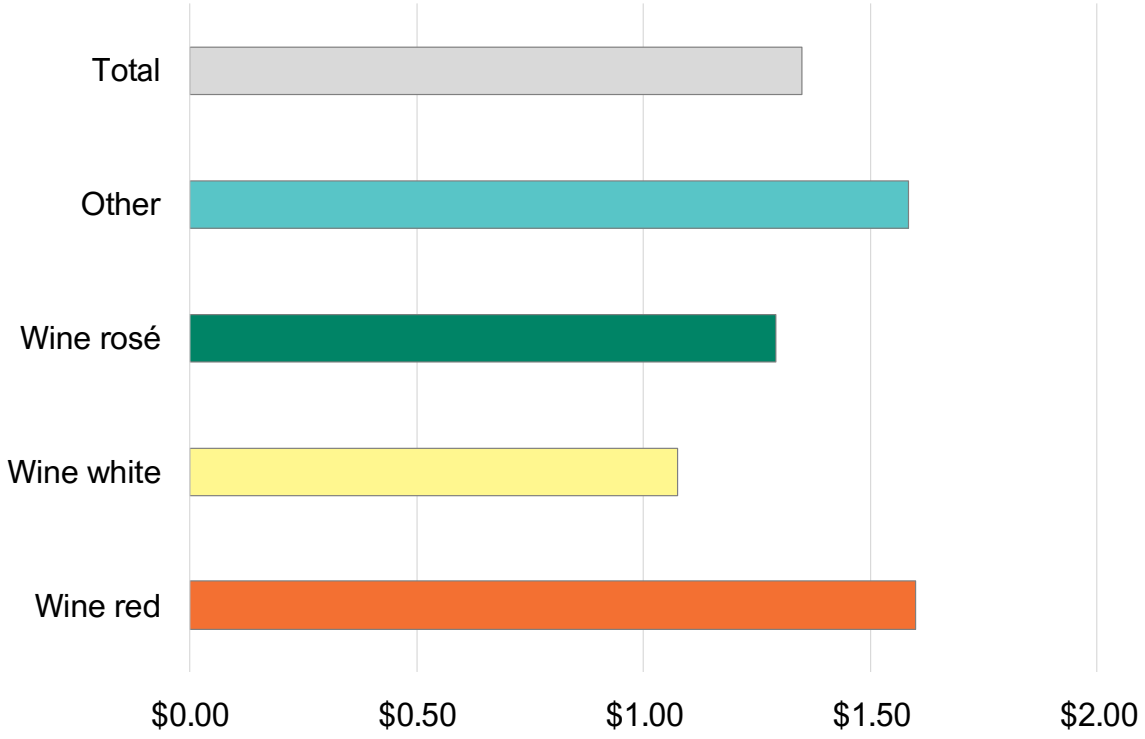
Volume change (million litres)



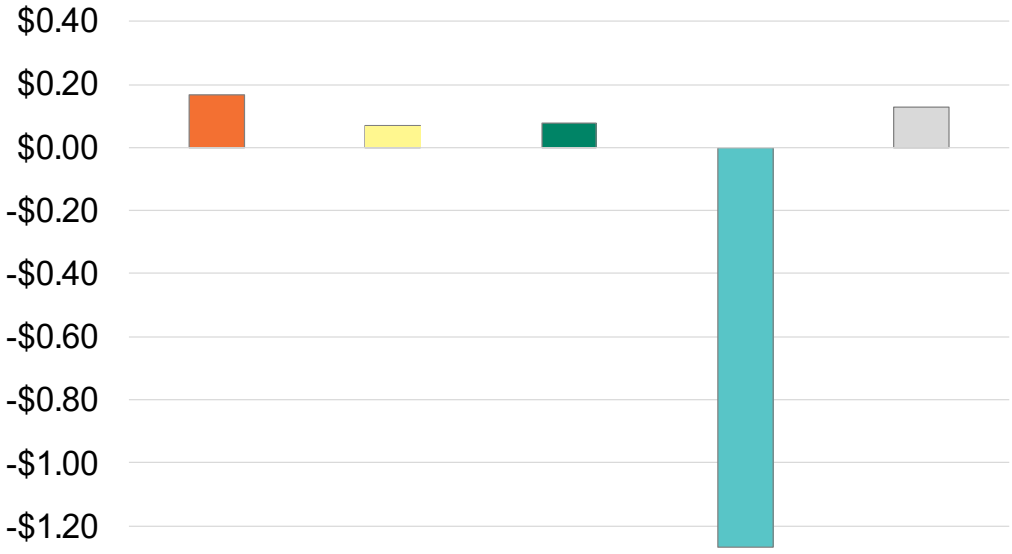
	Wine red	Wine white	Wine rosé	Other	Total
Volume change	11	-4	1	0.1	9
% change	▲ 5%	▼ -2%	▲ 16%	▲ 47%	▲ 2%

Unpackaged exports by wine style – average value

Average value (AUD per litre)

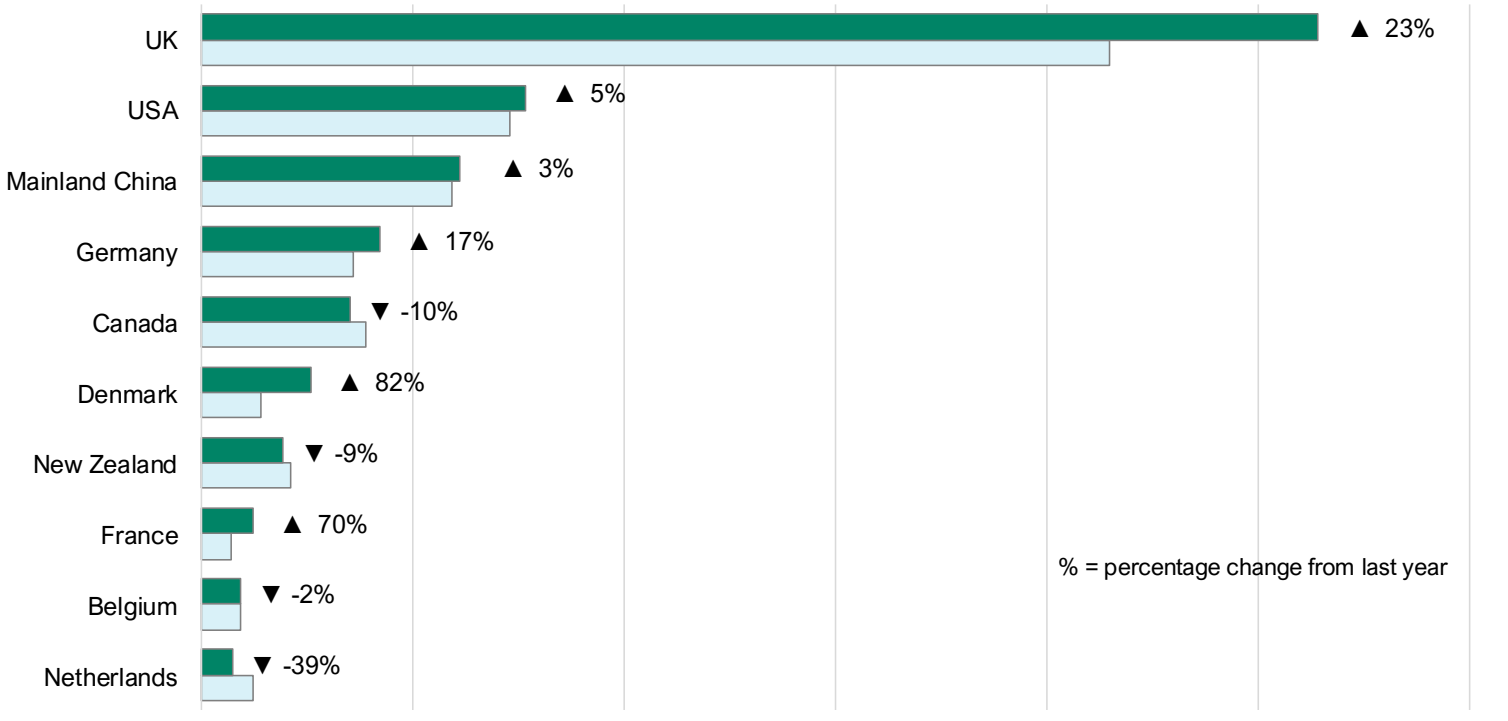


Average value change (AUD per litre)



	Wine red	Wine white	Wine rosé	Other	Total
Ave. value change	$0.17	$0.07	$0.08	-$1.27	$0.13
% change	▲ 12%	▲ 7%	▲ 7%	▼ -44%	▲ 10%

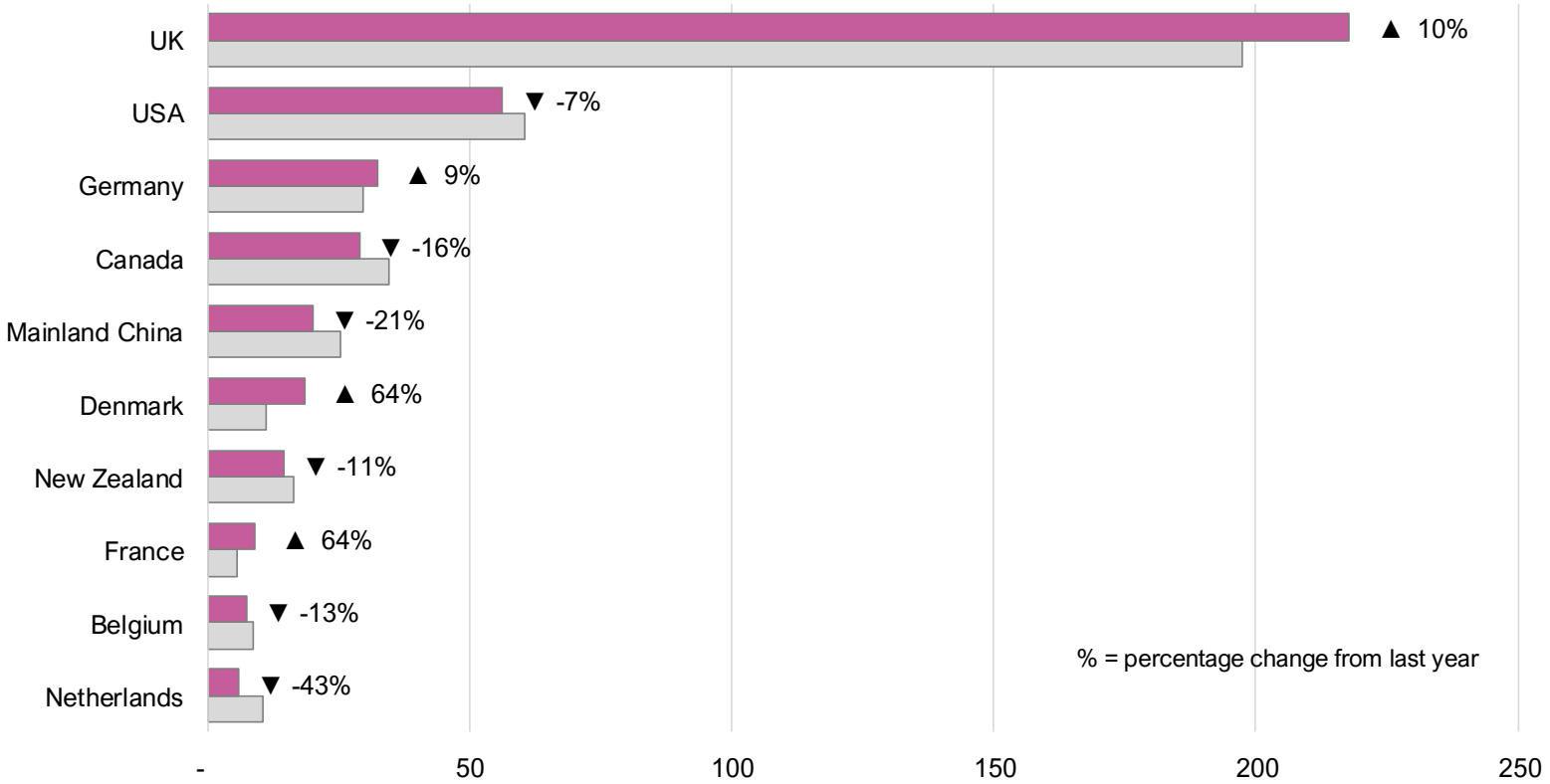
Unpackaged exports by top 10 destinations – value



	Netherlands	Belgium	France	New Zealand	Denmark	Canada	Germany	Mainland China	USA	UK
2020	$7	$9	$12	$19	$26	$35	$42	$61	$77	$264
2019	$12	$9	$7	$21	$14	$39	$36	$59	$73	$215

Million AUD

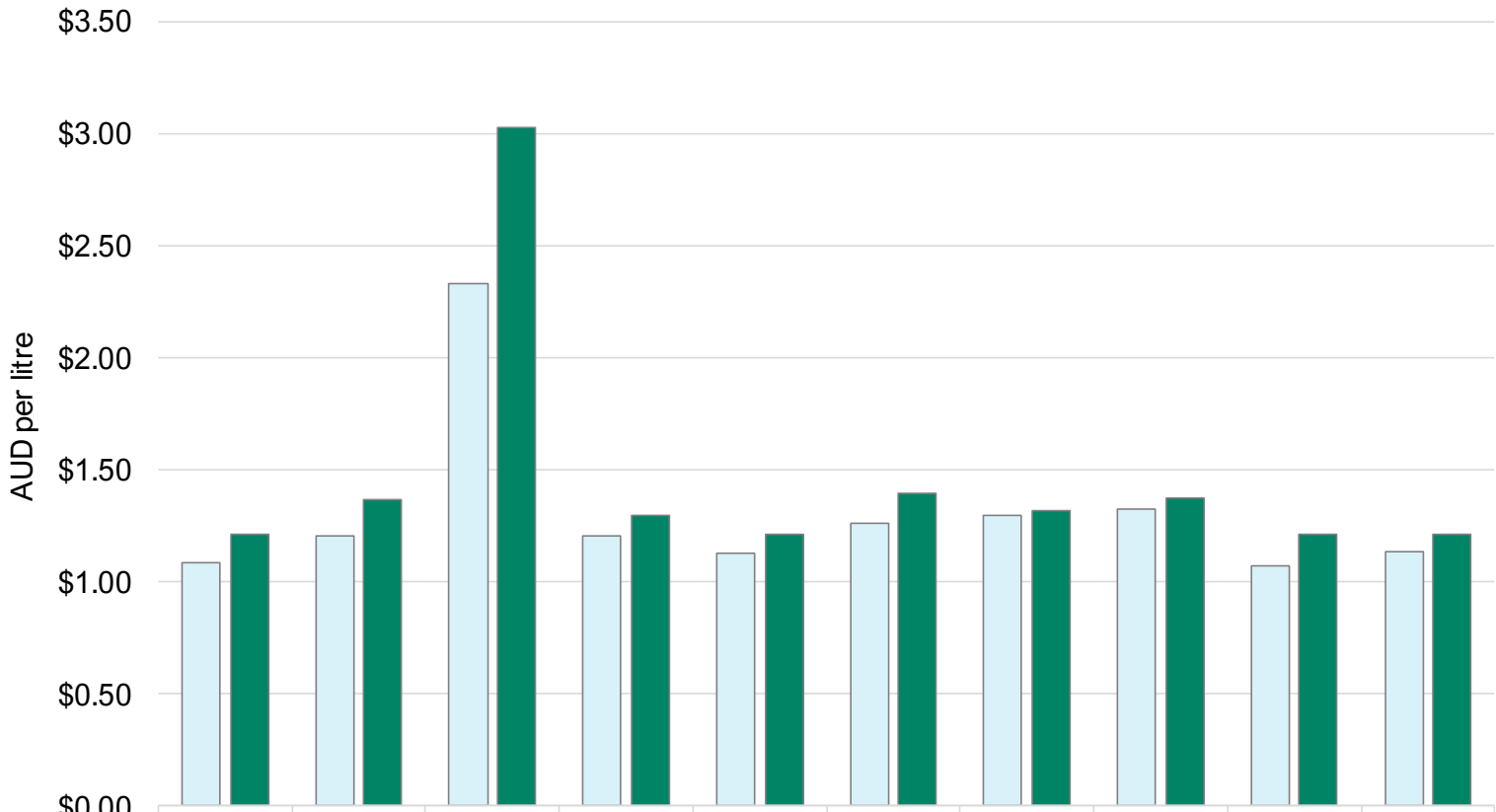
Unpackaged exports by top 10 destinations – volume



	Netherlands	Belgium	France	New Zealand	Denmark	Mainland China	Canada	Germany	USA	UK
2020	6	8	9	15	18	20	29	32	56	218
2019	11	9	5	16	11	25	34	30	60	198

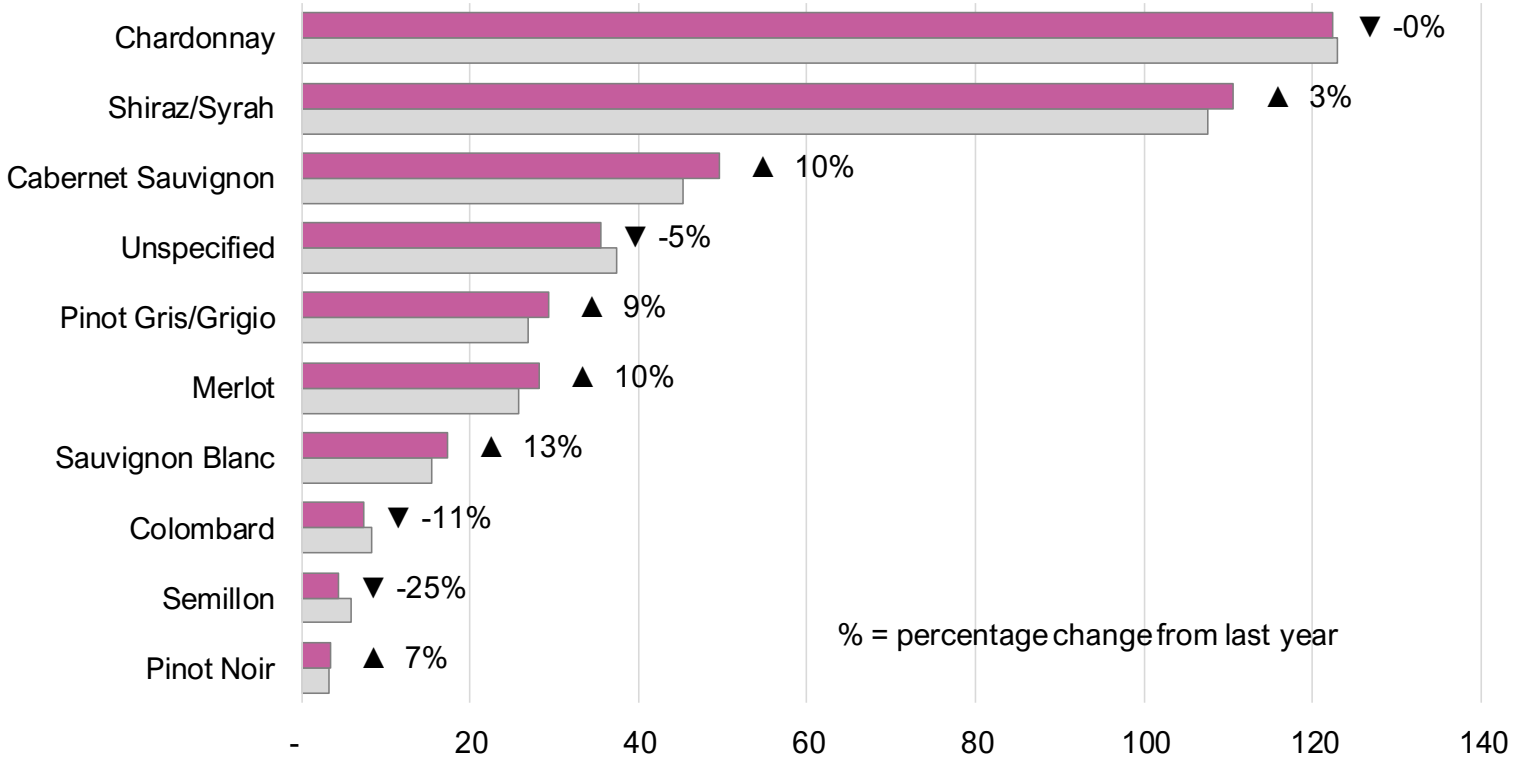
Million litres

Unpackaged exports by top 10 destinations – average value



	UK	USA	Mainland China	Germany	Canada	Denmark	New Zealand	France	Belgium	Netherlands
2019	$1.09	$1.21	$2.33	$1.21	$1.13	$1.26	$1.30	$1.32	$1.08	$1.14
2020	$1.21	$1.37	$3.03	$1.30	$1.21	$1.40	$1.32	$1.38	$1.21	$1.21
% change	▲ 12%	▲ 13%	▲ 30%	▲ 7%	▲ 7%	▲ 11%	▲ 2%	▲ 4%	▲ 13%	▲ 7%

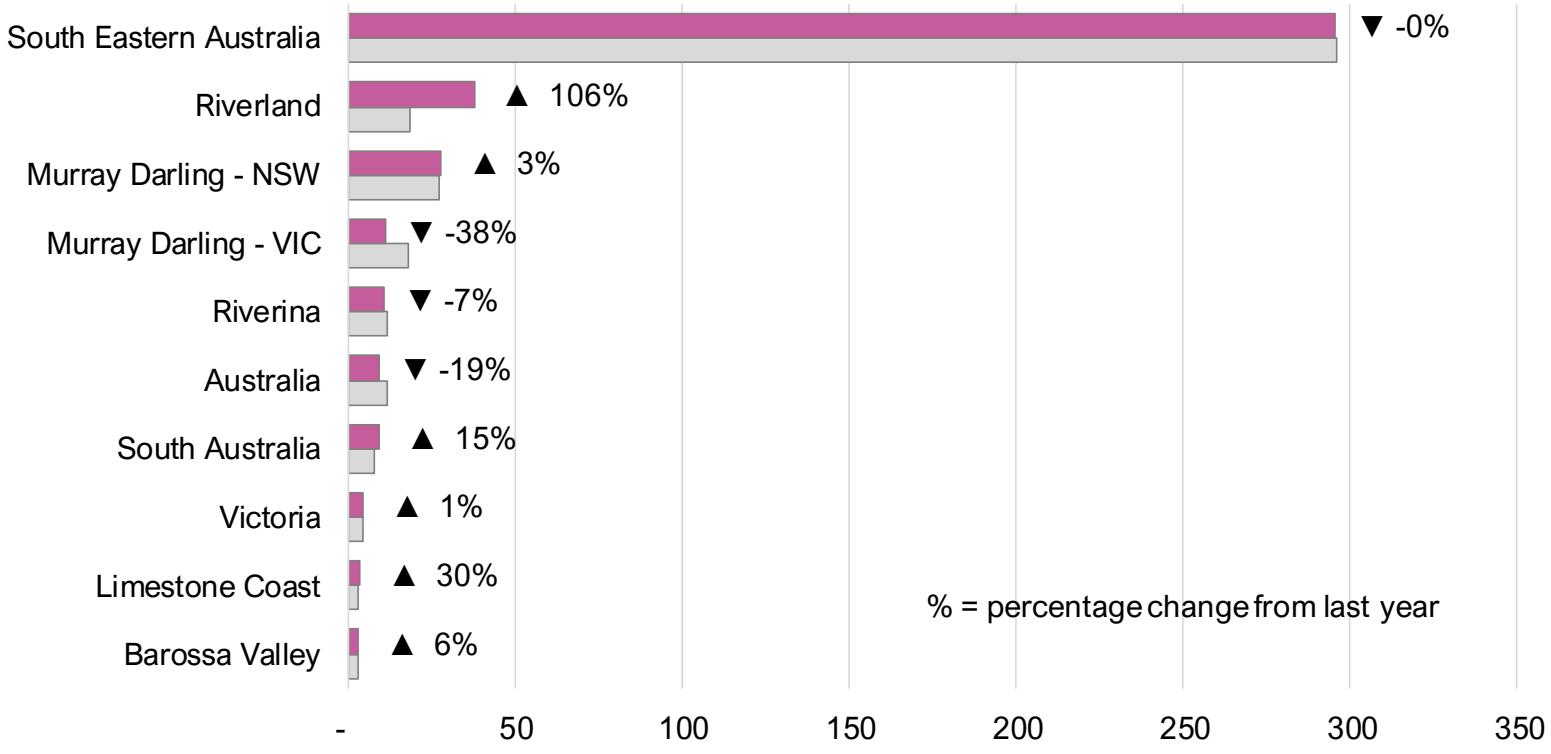
Unpackaged exports by top 10 varieties – volume



	Pinot Noir	Semillon	Colombard	Sauvignon Blanc	Merlot	Pinot Gris/Grigio	Unspecified	Cabernet Sauvignon	Shiraz/Syrah	Chardonnay
2020	3	4	7	17	28	29	35	50	111	123
2019	3	6	8	15	26	27	37	45	108	123

Million litres

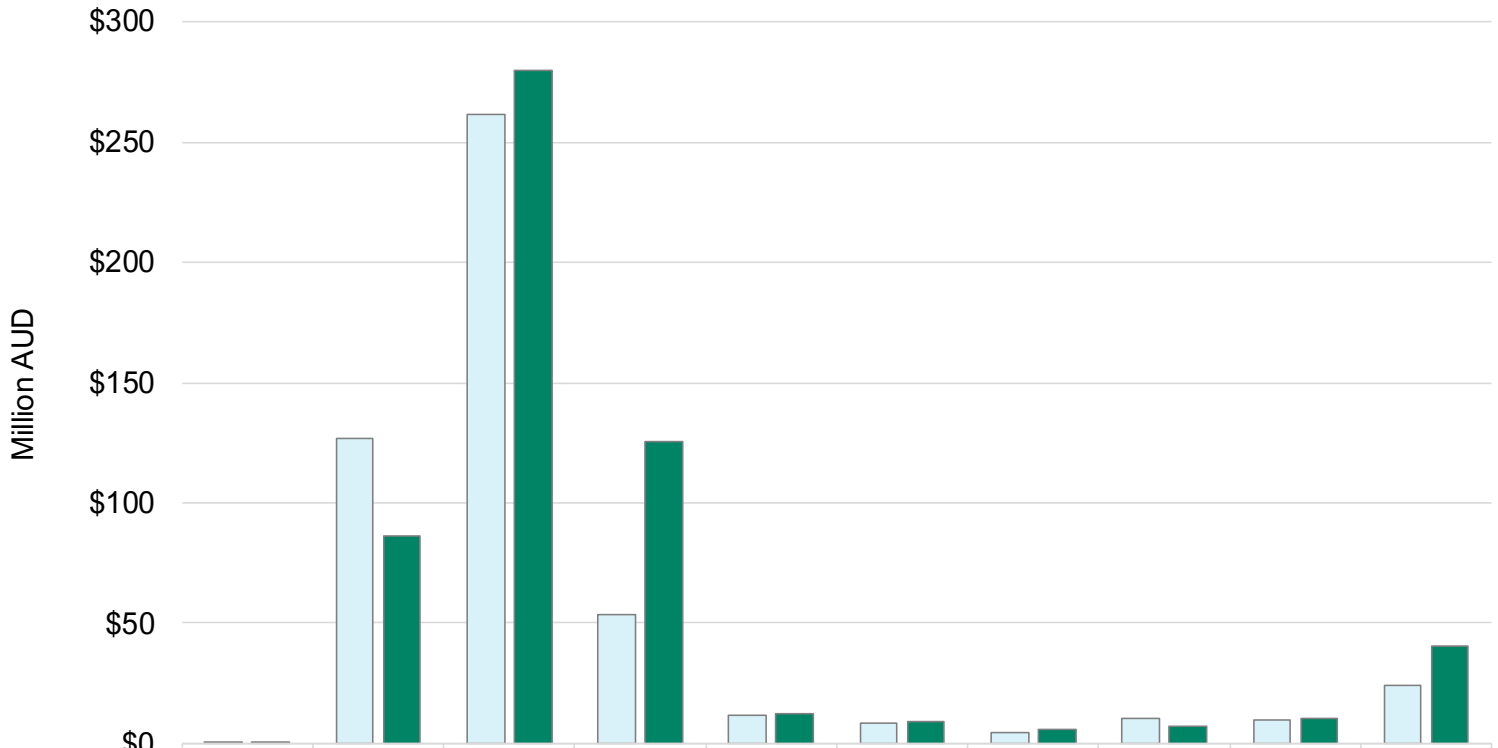
Unpackaged exports by top 10 source GI's – volume



	Barossa Valley	Limestone Coast	Victoria	South Australia	Australia	Riverina	Murray Darling - VIC	Murray Darling - NSW	Riverland	South Eastern Australia
2020	3	4	5	9	9	11	11	28	38	295
2019	3	3	5	8	12	12	18	27	18	296

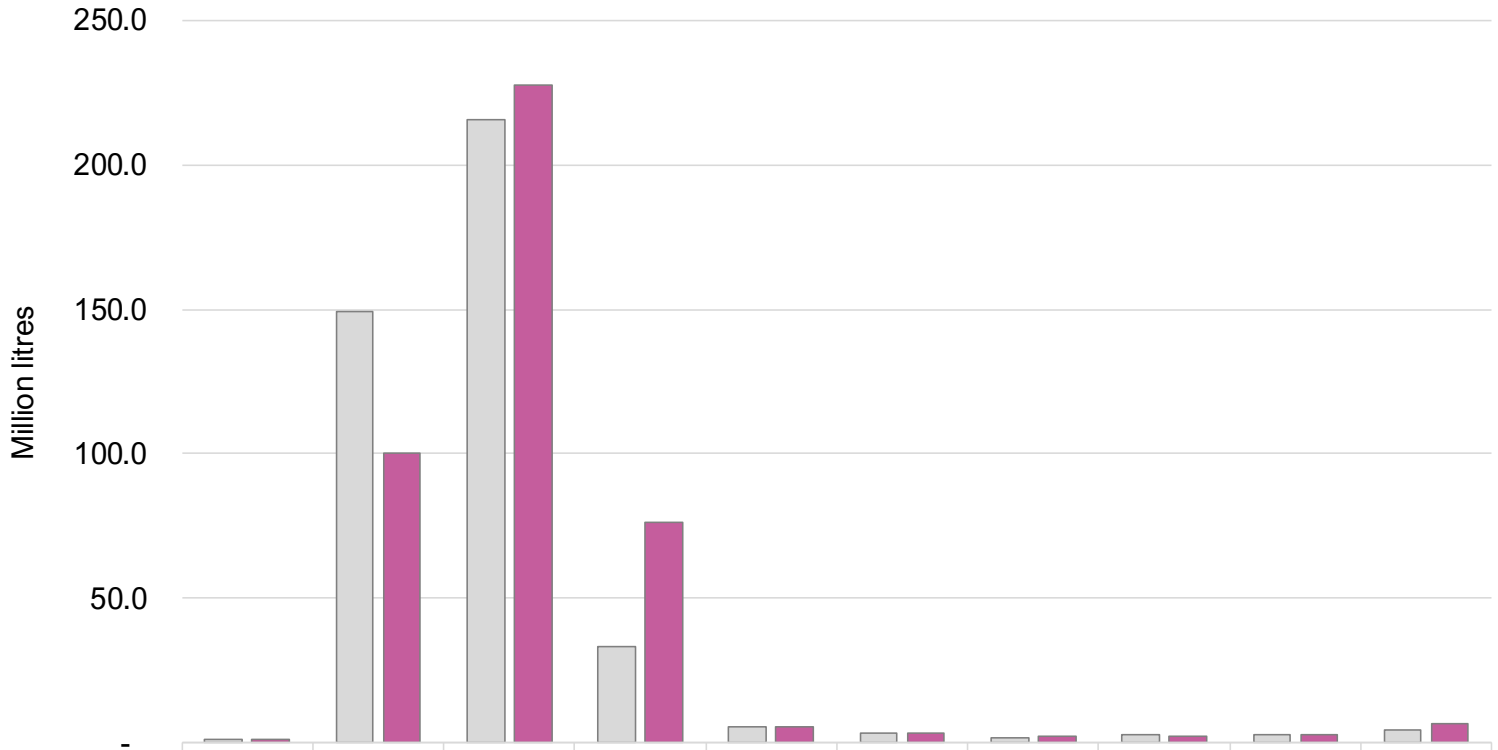
Million litres

Unpackaged exports by price segment – value



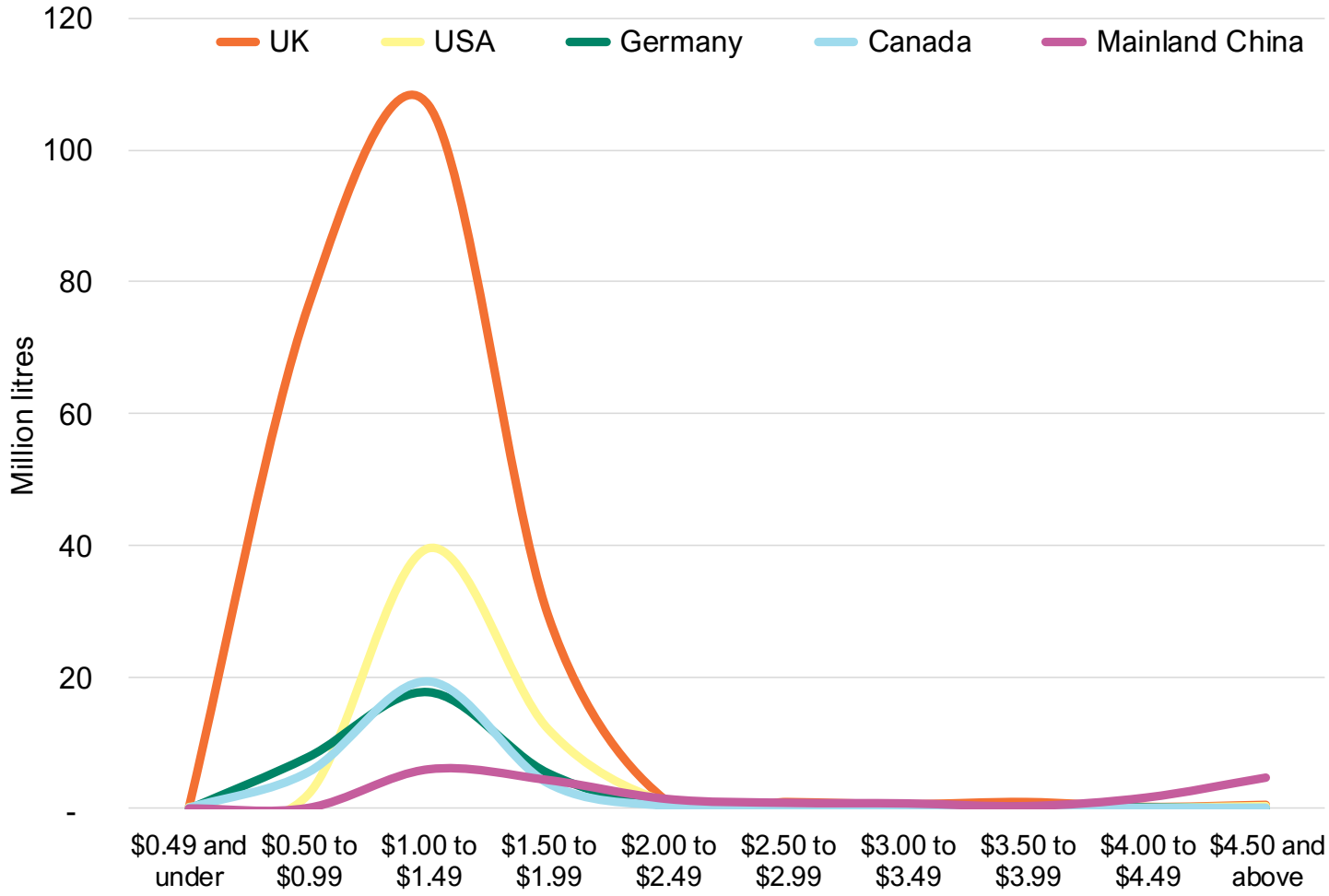
	$0.49 and under	$0.50 to $0.99	$1.00 to $1.49	$1.50 to $1.99	$2.00 to $2.49	$2.50 to $2.99	$3.00 to $3.49	$3.50 to $3.99	$4.00 to $4.49	$4.50 and above
2019	$0	$127	$261	$54	$11	$8	$4	$10	$10	$24
2020	$0	$86	$280	$125	$12	$9	$6	$7	$10	$40
% change	▼ -62%	▼ -32%	▲ 7%	▲ 133	▲ 6%	▲ 3%	▲ 35%	▼ -30%	▲ 6%	▲ 65%

Unpackaged exports by price segment – volume



	$0.49 and under	$0.50 to $0.99	$1.00 to $1.49	$1.50 to $1.99	$2.00 to $2.49	$2.50 to $2.99	$3.00 to $3.49	$3.50 to $3.99	$4.00 to $4.49	$4.50 and above
2019	0.9	149.3	216.0	33.1	5.2	3.2	1.3	2.8	2.3	4.1
2020	0.7	100.4	228.0	76.4	5.5	3.3	1.8	2.0	2.4	6.4
% change	▼ -16%	▼ -33%	▲ 6%	▲ 131	▲ 6%	▲ 2%	▲ 35%	▼ -29%	▲ 5%	▲ 59%

Unpackaged exports price segment profile – top markets



Notes and definitions

About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and adoption (RDA), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package (ERWSP).

Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RDA investments and funds the ERWSP.

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Exports: 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$.

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: % Change = ((current MAT - preceding MAT)/preceding MAT) x 100

AUD: Australian dollars

Average value: AUD per litre

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.

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.

Destination market: 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.

GI: Geographical Indication as defined by the Register. For more information visit: https://www.wineaustralia.com/labelling/register-of-protected-gis-and-other-terms/geographical-indications