

**Wine  
Australia**

# Export Report

12 months to 31 December 2023

t +61 8 8228 2000  
f +61 8 8228 2066  
e [enquiries@wineaustralia.com](mailto:enquiries@wineaustralia.com)

**Wine Australia** ABN 89 636 749 924

Industry House – National Wine Centre, Cnr Hackney and Botanic Roads, Adelaide SA 5000.  
PO Box 2733, Kent Town SA 5071, Australia.

 @Wine\_Australia  WineAustralia  WineAustralia [www.wineaustralia.com](http://www.wineaustralia.com)

# Wine Australia

## Executive summary

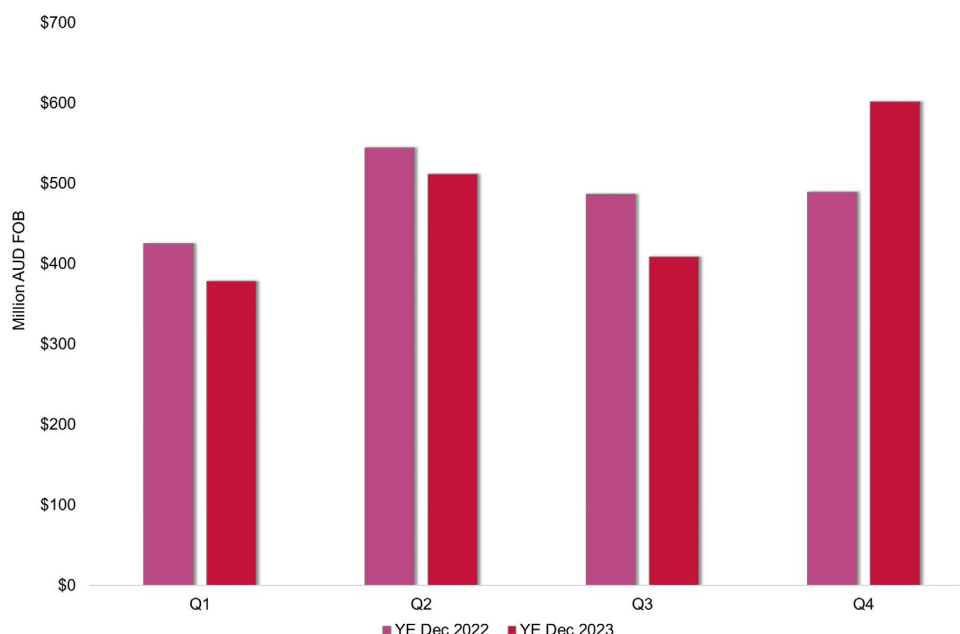
- Total value of Australian wine exports declined by 2 per cent to \$1.90 billion.
- Total volume declined by 3 per cent to 607 million litres.
- While these levels of exports are still well below long-term averages, the December 2023 quarter saw an increase compared to 2022. Value grew by 23 per cent and volume by 2 per cent during the period.
- Hong Kong showed the strongest value growth in the 12 months to December 2023, with solid growth also to Singapore and New Zealand. In addition, the United Kingdom, Thailand and Malaysia showed good growth in the December quarter.
- Total export value in the December quarter was \$600 million, the first time since 2020 that a quarter has reached that level.
- The volume of exports to the United Kingdom, Canada and Hong Kong grew during the 12-month period, while Denmark and Japan saw volume increases in the December quarter.

## Overview

In the 12 months to December 2023, Australian wine exports declined by 2 per cent in value to \$1.90 billion<sup>1</sup> and 3 per cent in volume to 607 million litres. While these levels of exports are still well below long-term averages, this is an increase from the \$1.8 billion published in the September 2023 Export Report.

Total export value in the December quarter was \$600 million (see Figure 1), a 23 per cent increase compared to the same quarter in 2022 and the highest quarterly value since December 2020. Volume increased by 2 per cent to 162 million litres for the quarter (see Figure 2). As volume and value moved similarly over the 12 months to December 2023, average value of exports stayed level at \$3.13 per litre free on board (FOB)<sup>2</sup>.

Figure 1: Value of Australian wine exports by quarter



<sup>1</sup> Unless otherwise stated all values are given in Australian dollars.

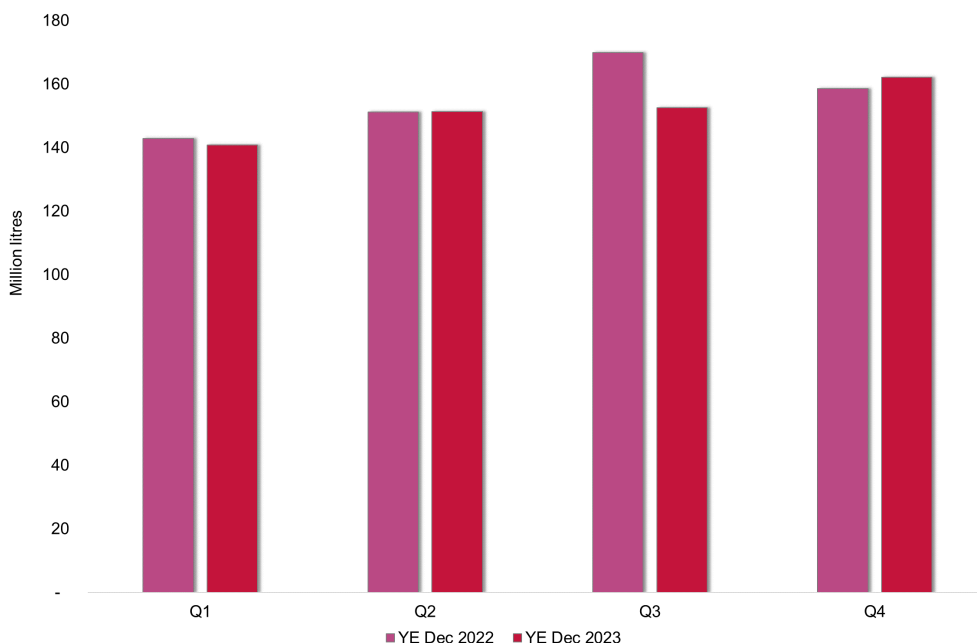
<sup>2</sup> All export wine values are the 'Free on board' (FOB) value of the wine, where the point of valuation is where goods are placed on board the international carrier, at the border of the exporting country. The FOB value includes production and other costs up until placement on the international carrier but excludes international insurance and transport costs.

# Wine Australia

The improved performance by value was mostly driven by an increase in exports to Hong Kong. In addition, exports to Singapore, the United Kingdom (UK), Malaysia and Thailand showed good growth in the December quarter. Offsetting some of this growth was a decline in exports to Canada, the United States (US) and South Korea.

Total export volume has generally been holding steady, with a recovery in exports to the UK helping to strengthen the position in the latest quarter. Partially offsetting this growth was a decline in the volume of exports for the December quarter to New Zealand, Canada, Germany and the US.

Figure 2: Volume of Australian wine exports by quarter



Overall, trading conditions remain extremely challenging for Australian exporters. Out of the 112 destinations that received Australian wine during the year, only 44 imported more value than the previous year. Globally, wine consumption is declining, due largely to a combination of a global economic tightening resulting in less discretionary spending and consumers being more conscious of their health. This has seen alcohol consumption fall, including for wine. Adding to these pressures is the global oversupply of wine, with an average excess wine production of just under 3 billion litres every year since 2012 – more than double Australia’s total annual wine production.

With regards to health and wellness, some consumers are abstaining from drinking wine, others are drinking less but paying more, while some are seeking no or low alcohol wine options. This trend has seen wine consumption at premium wine segments (US\$10 or more per bottle) grow, while the commercial end (less than US\$10 per bottle) has been declining – an indication that consumers are drinking less but choosing to purchase higher price points, although this is at slightly lower growth rates than recent years. These trends disproportionately effect Australia, given the majority of Australian export volumes are in the commercial price segments.

The negative consumption trends have become more pronounced in 2023 due to economic factors. IWSR research conducted in the first half of 2023 indicated a “significant negative shift” in spending on all alcohol, with all regions except Asia trending negative. Consumers cited “economic moderation” as the main reason and that they are prioritising spending on essential items.

Wine Australia General Manager Marketing Paul Turale said, “Australia’s 2023 wine export results reflect the challenges being felt across the wine sector globally. The December quarter performance has shown some growth but there are still many hurdles for the sector. We remain clear on these hurdles but are confident that the extensive activities planned in 2024 will assist in building sales and distribution across emerging and established markets”.

# Wine Australia

## Packaging types

In the 12 months to December 2023, packaged Australian wine exports declined by 2 per cent in value to \$1.43 billion and 12 per cent in volume to 189 million litres. As volume declined more than value, the average value of packaged exports grew by 12 per cent to \$7.54 per litre FOB. The volume decline in packaged exports was largely driven by exports below \$7.50 per litre to Canada, the UK and US. This decline contrasted to the increase in packaged exports to Hong Kong, which also contributed to the growth in average value as the majority of exports to Hong Kong were priced above \$10 per litre FOB.

Exports of unpackaged wine (to be packaged in market) declined by 3 per cent in value to \$473 million but increased by 3 per cent in volume to 418 million litres. Average value dropped by 5 per cent to \$1.13 per litre. The volume growth of unpackaged exports was largely driven by Canada, the UK and Sweden.

The increase in the volume of unpackaged exports and the decline in packaged exports has resulted in the share of unpackaged exports growing by 4 percentage points to a 69 per cent volume share. This has an impact on the total value of exports as unpackaged exports do not include packaging costs and are therefore inherently lower in value.

## Price segments

In the 12 months to December 2023, exports below \$5 per litre FOB declined by 5 per cent in value to \$938 million and 1 per cent in volume to 545 million litres. The volume decline was less than that for value as the decline in packaged exports in this price segment outweighed the growth in unpackaged wine. Both packaged and unpackaged exports declined in value below \$5 per litre, particularly packaged exports which declined by 8 per cent (\$40 million).

Exports valued \$5 or more per litre increased by 1 per cent in value to \$961 million but declined by 16 per cent in volume to 62 million litres. The growth in value despite the decline in volume was due to growth at \$10 or more per litre of 11 per cent to \$690 million offsetting a decline between \$5 and \$9.99 per litre) of 19 per cent to \$270 million. This was the highest export value for the \$10 or more per litre segment since the 12 months ended September 2021 and was driven by exports above \$50 per litre (see Figure 3) that were destined for Hong Kong, Singapore and Malaysia.

Figure 3: Exports by price segment (Million AUD FOB)

Price segment (A\$/litre)	MAT December 2023 Value	Value change	Growth rate
\$2.49 and under	\$450	-\$6.9	-2%
\$2.50 to \$4.99	\$487	-\$44	-8%
\$5.00 to \$7.49	\$172	-\$42	-19%
\$7.50 to \$9.99	\$99	-\$21	-18%
\$10.00 to \$14.99	\$120	-\$31	-21%
\$15.00 to \$19.99	\$46	-\$7.0	-13%
\$20.00 to \$29.99	\$93	-\$0.5	-1%
\$30.00 to \$49.99	\$69	-\$3.5	-5%
\$50.00 to \$99.99	\$257	\$84	49%
\$100.00 to \$199.99	\$38	-\$7.0	-15%
\$200.00 and over	\$67	\$33	96%
Total value	\$1,899	-\$46	-2%

## Wine style

In the past 12 months, there was no change in the volume shares of the major wine styles with red wine at 51 per cent, white wine at a 46 per cent and rosé at 3 per cent.

Still red wine exports declined by 1 per cent in value to \$1.25 billion and 3 per cent in volume to 310 million litres. By volume, a 4 per cent growth in unpackaged exports of red wine was more than offset by a 14 per cent decline in packaged red wine. Unpackaged red wine exports to destinations such as

# Wine Australia

the UK, USA, Canada and Germany grew, while packaged red wine exports to these same destinations declined. However, red wine exports at higher price points offset some of these declines on a value basis, with red wine exports at \$10 or more per litre price segment growing by 13 per cent in value, driven by exports to Hong Kong.

The top five varieties exported in still red wine products in 2023 were:

- Shiraz, down 9 per cent to 133 million litres
- Cabernet Sauvignon, up 2 per cent to 85 million litres
- Merlot, up 3 per cent to 39 million litres
- Pinot Noir, down 15 per cent to 4.3 million litres, and
- Petit Verdot, down 17 per cent to 3.2 million litres.

Still white wine exports declined by 3 per cent in value to \$547 million and 2 per cent in volume to 271 million litres. A 1 per cent increase in unpackaged white wine was more than offset by a 10 per cent decline in packaged white wine. On a value basis, the UK was the only country that recorded growth for still white wine in the top seven destinations, while Canada was the only destination with any significant growth in volume – driven by unpackaged white wine exports.

The top five varieties exported in still white wine products in 2023 were:

- Chardonnay, down 9 per cent to 146 million litres
- Pinot Gris/Grigio, up 21 per cent to 47 million litres
- Sauvignon Blanc, down 0.2 per cent to 27 million litres
- Colombard, up 13 per cent to 9.2 million litres, and
- Semillon, up 5 per cent to 6.4 million litres.

Carbonated/sparkling exports declined by 14 per cent in value to \$66 million and 15 per cent in volume to 12 million litres. New Zealand represented the one bright spot for this wine style, with 31 per cent growth in value and 30 per cent growth in volume. Most other significant destinations declined.

## Exporters

The number of Australian wine exporters increased to 1,298 in the 12 months ended December 2023, an increase of 140 on 2022, but well below the peak of 2,912 in the 12 months to February 2020. The destination with the highest growth in the number of exporters amongst the top 20 markets was Hong Kong, followed by Taiwan, Thailand and Vietnam (see Figure 4). Destinations that lost the most exporters included the US, Denmark, New Zealand, Singapore and the UK. Japan has overtaken the US by total number of exporters. Hong Kong, the UK and Singapore were the top three destinations by number of exporters but as they are major trading hubs some of this wine is on-shipped to other markets.

# Wine Australia

Figure 4: Top 20 destinations by number of exporters, change in 2023



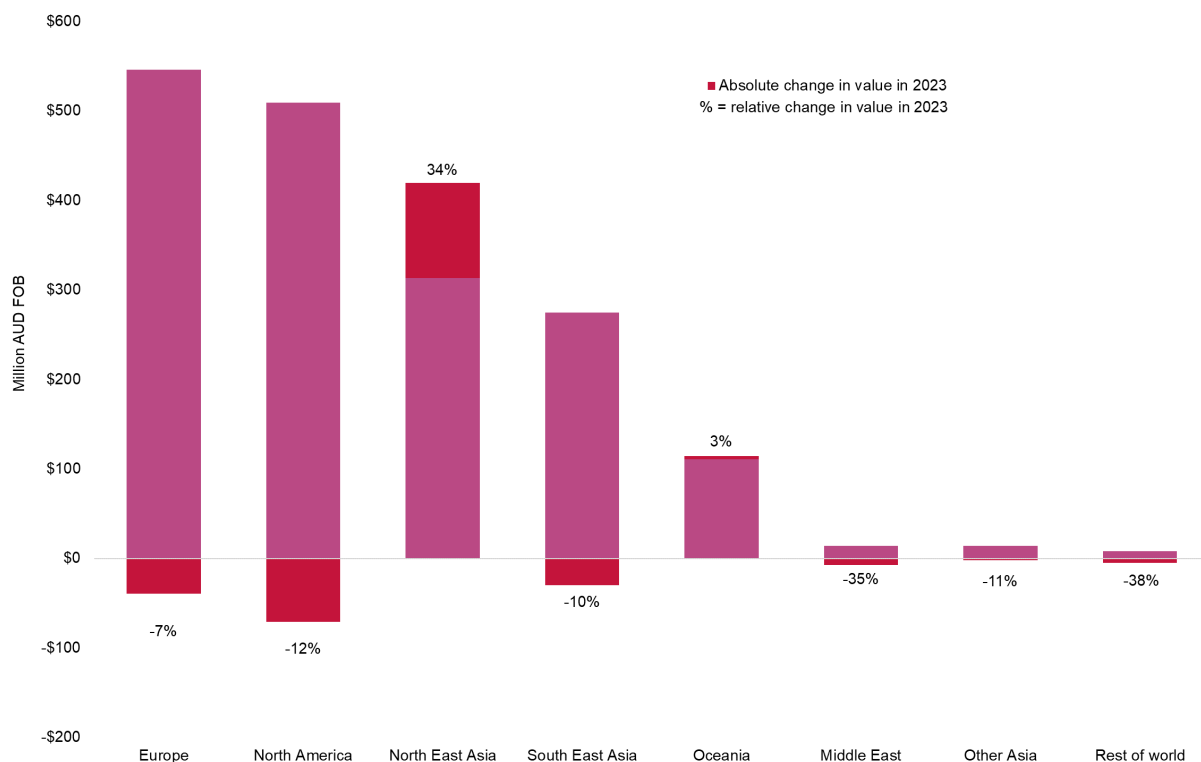
## Destinations

In the 12 months to December 2023, Australian wine was exported to 112 destinations, down from 120 in 2022. Forty-four of these grew in value. Of the 15 largest destinations by value, Hong Kong, Singapore and New Zealand recorded value growth.

Asia is now the major region by value for Australian wine exports with a 37 per cent value share, driven by strong growth (34 per cent) into Northeast Asia. Although declines to Europe and North America were smaller than those experienced in recent periods, the value share of these two regions has now dropped to 29 and 27 per cent respectively. Exports to Europe declined by 7 per cent in value to \$546 million, with all the top 15 destination markets in this region declining by value. Exports to North America declined by 12 per cent to \$509 million driven by a decline in exports to both the US and Canada. Oceania grew by 3 per cent in value to \$115 million, driven by growth in the value of exports to New Zealand.

# Wine Australia

Figure 5: Export value by destination region in 2023



The top five markets by value were:

- US (down 7 per cent to \$364 million. 19 per cent share of total export value)
- UK (down 3 per cent to \$361 million. 19 per cent share of total export value)
- Hong Kong (up 74 per cent to \$290 million. 15 per cent share of total export value)
- Canada (down 24 per cent to \$143 million. 8 per cent share of total export value), and
- Singapore (up 1 per cent to \$133 million. 7 per cent share of total export value).

The top five markets by volume were:

- UK (up 2 per cent to 220 million litres. 36 per cent share of total export volume)
- US (down 5 per cent to 134 million litres. 22 per cent share of total export volume)
- Canada (up 7 per cent to 73 million litres. 12 per cent share of total export volume)
- New Zealand (down 2 per cent to 29 million litres. 5 per cent share of total export volume), and
- Germany (down 7 per cent to 27 million litres. 4 per cent share of total export volume).

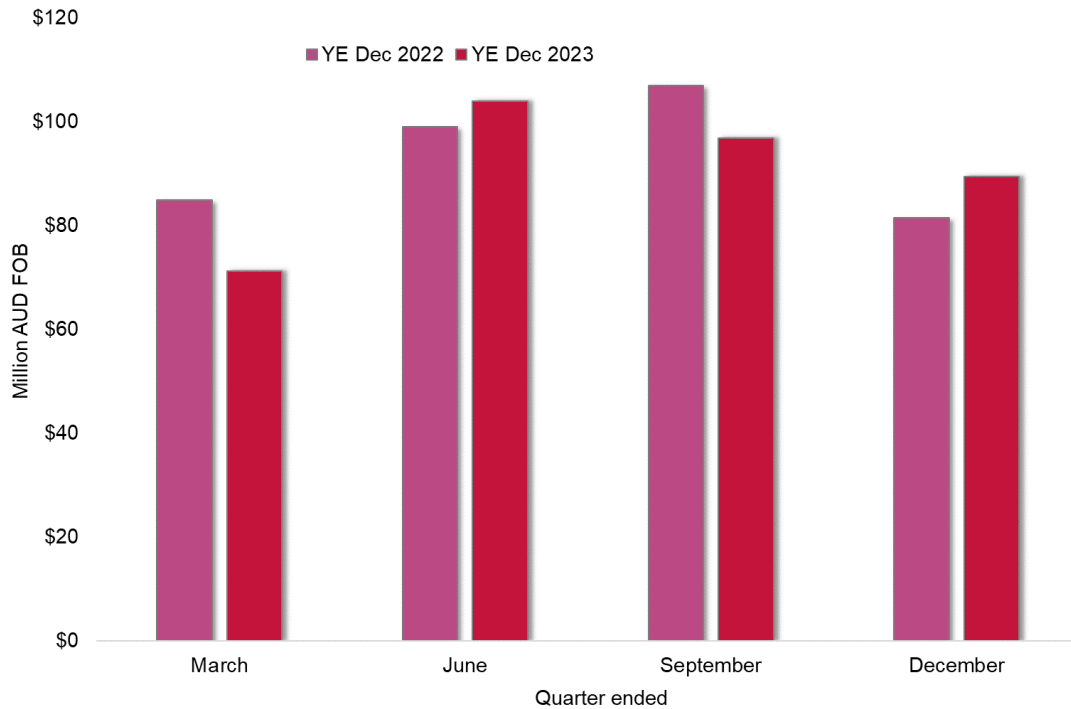
## Europe

### United Kingdom

In the 12 months to December 2023, Australian wine exports to the United Kingdom (UK) declined by 3 per cent in value to \$361 million and increased by 2 per cent in volume to 220 million litres, the first time volume as grown year-on-year since mid-2021. Average value declined by 4 per cent to \$1.64 per litre.

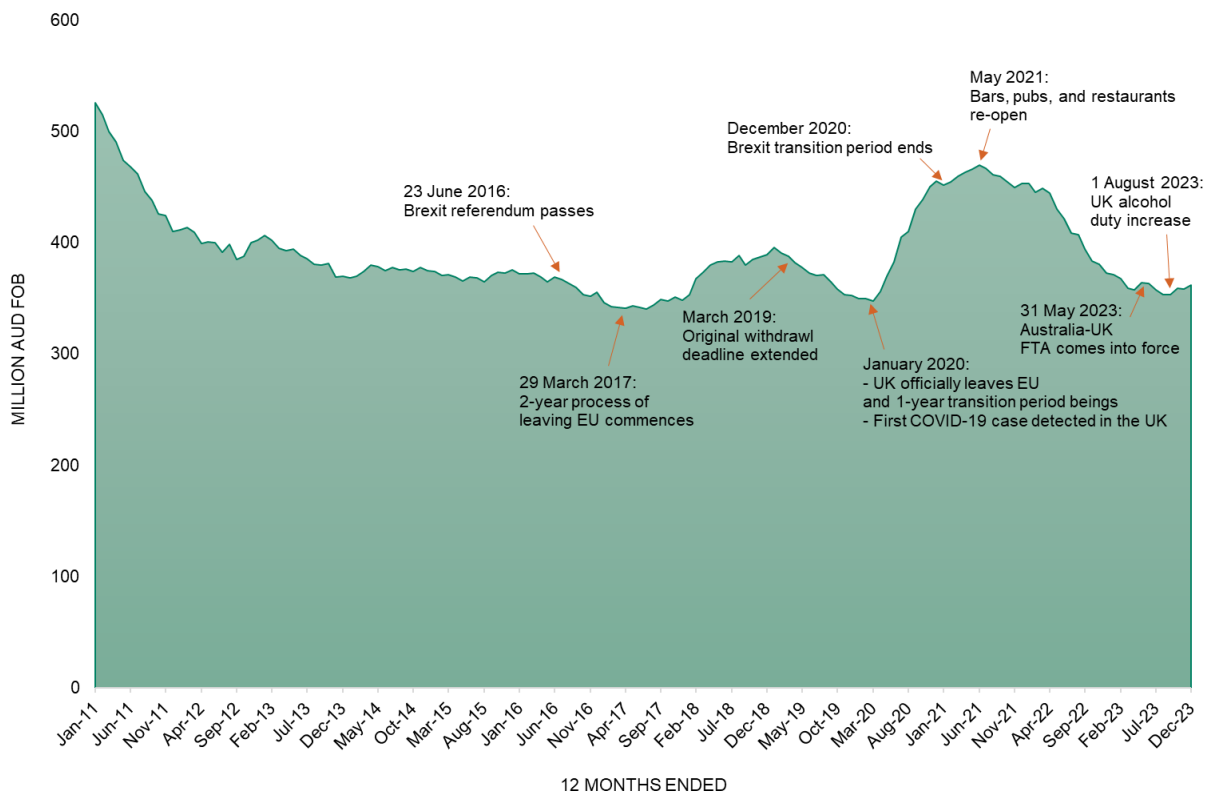
# Wine Australia

Figure 6: Value of exports to the UK by quarter



In the past 12 months, exports to the UK have recorded two quarters of growth (see Q2 and Q4 in Figure 6), with the latest quarter being 10 per cent higher in value than the same quarter in 2022. While it is too early to be sure that the market is returning to growth, it is apparent that the introduction of higher alcohol duties in August 2023 has not yet had a negative impact on exports to the UK.

Figure 7: Value of exports to the United Kingdom over time





# Wine Australia

All of the decline in value was in packaged wine exports, which declined by 14 per cent in value to \$123 million and 18 per cent in volume to 22 million litres, or 10 per cent of total export volume. The average value of packaged exports to the UK fell by 4 per cent to \$5.50 per litre FOB.

Ninety per cent of the volume of exports to the UK are unpackaged and are packaged in the UK and/or re-exported to other European markets. Unpackaged exports increased by 4 per cent in value to \$238 million and 4 per cent in volume to 197 million litres. The average value of unpackaged exports remained unchanged at \$1.21 per litre FOB.

Red wine exports increased their volume share of exports from 52 per cent to 53 per cent during the year. Still red wine exports increased by 4 per cent in volume to 116 million litres but declined by 6 per cent in value to \$198 million. The red volume growth was driven by unpackaged exports, up by 8 per cent in volume and a likely result of high inventories of red wine being held by Australian wineries, while packaged red wine exports declined by 21 per cent.

White wine exports to the UK declined in volume share from 46 per cent in 2022 to 44 per cent in 2023. Still white wine exports increased by 1 per cent in value to \$148 million and declined by 2 per cent in volume to 96 million litres. Unpackaged white wine exports were relatively unchanged from year to year while packaged exports of still white wine declined by 12 per cent in volume.

*Figure 8: Exports to the United Kingdom by price segment (Million AUD FOB)*

Price segment (A\$/litre)	MAT December 2023	Value change	Growth rate
\$2.49 and under	\$224	\$10	5%
\$2.50 to \$4.99	\$62	-\$16	-20%
\$5.00 to \$7.49	\$31	\$1.3	4%
\$7.50 to \$9.99	\$14	-\$3.6	-20%
\$10.00 to \$14.99	\$12	-\$2.2	-15%
\$15.00 to \$19.99	\$3.7	-\$0.7	-15%
\$20.00 to \$29.99	\$3.6	-\$0.5	-13%
\$30.00 to \$49.99	\$4.6	\$0.5	13%
\$50.00 to \$99.99	\$3.1	-\$0.3	-10%
\$100.00 to \$199.99	\$1.2	\$0.1	12%
\$200.00 and over	\$1.2	-\$0.1	-5%
<b>Total value</b>	<b>\$361</b>	<b>-\$11</b>	<b>-3%</b>

Exports to the UK under \$5 per litre FOB declined by 2 per cent in value to \$286 million (see Figure 8) and increased by 2 per cent in volume to 212 million litres. This reflected growth in unpackaged exports (up by 4 per cent in volume) and a decline of 23 per cent in packaged exports in this price segment.

Exports to the UK valued at \$5 per litre FOB and above declined by 7 per cent in value to \$75 million and 6 per cent in volume to 8.3 million litres. While the \$5 to \$7.49 price segment grew by 4 per cent in value (see Figure 8), exports between \$7.50 and \$9.99 and those valued above \$10 per litre declined during the period.

Australia is the number one source of wine in the UK off-trade market and is keeping pace with the market in terms of growth – increasing by 2 per cent in value in the 12 months to December 2023<sup>3</sup>, while volume declined by 3 per cent. In general, the value growth for all sources of wine could be driven by inflation, which has been exceedingly high in the UK.

Wine Australia's Regional General Manager UK/EMEA Laura Jewell MW said, "In December, the UK's overall inflation rate of 4 per cent was in line with the government's target for the end of the year. However, as a result of the new alcohol duties system which came into effect in August 2023, inflation for wine and spirits is well above the overall inflation rate at just under 9.6 per cent. It is a difficult time

<sup>3</sup> Circana

# Wine Australia

for the hospitality sector as it is being impacted by proposed increased business rates and taxes, and transport strikes which are set to continue into 2024. Off-trade sales are holding their own as consumers continue to purchase for home rather than eating out and the major brands with retailer listings are benefitting from this.”

## Other Europe

Exports to Europe (excluding the UK) declined by 14 per cent in value to \$184 million and 7 per cent in volume to 89 million litres. The top 14 destination all declined by value as the region continues to struggle through higher inflation rates than North America and Asia Pacific and supply chain issues. The Red Sea conflict is exacerbating this further, with sources including *The Economist* reporting that the conflict is increasing the costs of transport along some shipping routes. The biggest contributors to the decline were Germany and Denmark, both declining by 17 per cent in value. Performance by volume was slightly more positive, with Sweden and Belgium both experiencing growth.

Figure 9: Exports to Europe (excluding the UK) by destination market

Market	Volume		Value	
	Million litres	% change	\$ Million	% change
Germany	27.2	-7%	\$31.7	-17%
Denmark	17.5	-2%	\$30.2	-18%
Netherlands	7.8	-12%	\$26.1	-9%
Sweden	6.0	16%	\$20.8	-4%
Belgium	9.3	2%	\$14.9	-3%
France	8.6	-13%	\$14.4	-7%
Finland	4.8	-9%	\$9.3	-14%
Ireland	2.2	-15%	\$8.6	-11%
Spain	1.4	-28%	\$7.3	-24%
Norway	1.7	-19%	\$6.3	-10%
Others	3.1	-34%	\$14.1	-28%
<b>Total</b>	<b>89.5</b>	<b>-7%</b>	<b>\$183.6</b>	<b>-14%</b>

## North America

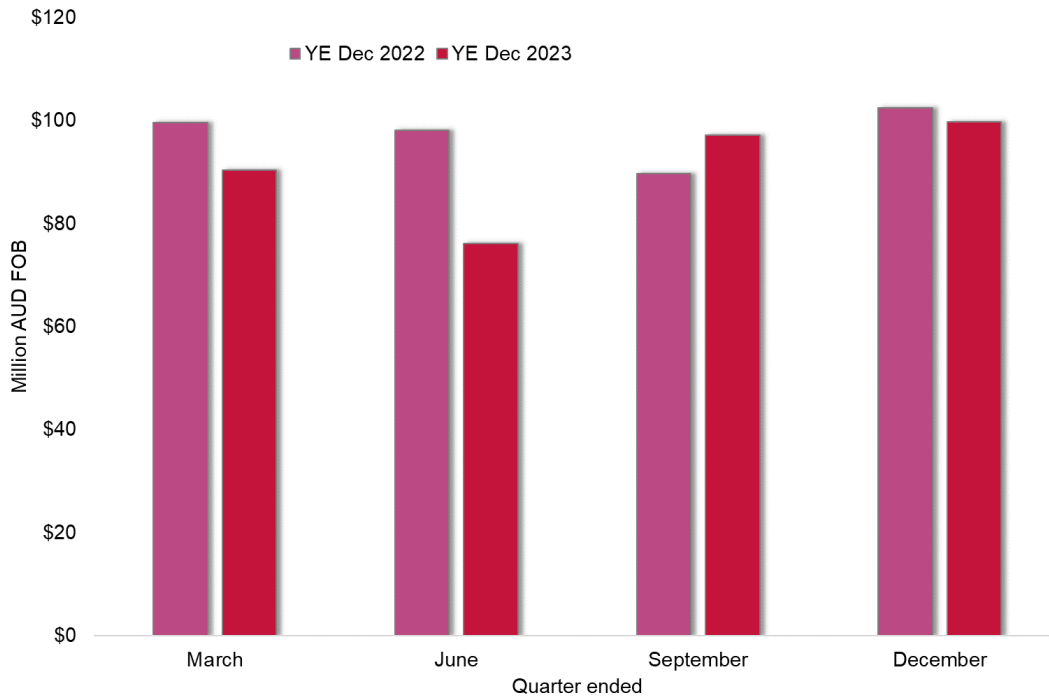
### United States

Australian wine exports to the United States (US) declined by 7 per cent in value to \$364 million and 5 per cent in volume to 134 million litres in 2023. Average value dropped by 2 per cent to \$2.72 per litre FOB.

After declining in the first half of the year, exports to the US grew in the September quarter, before falling slightly again in December, by 3 per cent compared to the same quarter in 2022 (see Figure 10). The decline in the latest quarter was driven by unpackaged wine exports.

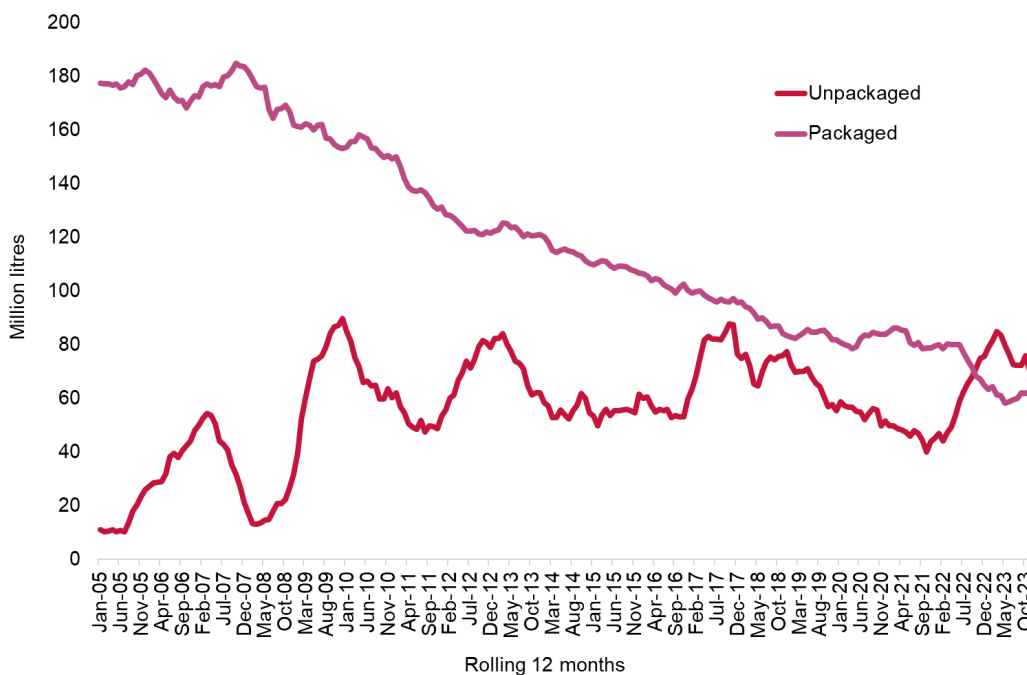
# Wine Australia

Figure 10: Value of exports to the US by quarter



After about 18 months of growth (see Figure 11), unpackaged wine exports to the US declined by 12 per cent in value to \$85 million and 5 per cent in volume to 72 million litres in 2023. The average value declined by 7 per cent to \$1.19 per litre FOB. Meanwhile, packaged exports declined by 5 per cent in value to \$279 million and 4 per cent in volume to 62 million litres over the 12 months to December 2023, but grew by 12 per cent in volume in the second half of the year (July–December 2023, see Figure 11). The average value of packaged exports declined by 1 per cent to \$4.47 per litre FOB.

Figure 11: Volume of exports to the US by packaging type



White wine holds a 60 per cent volume share of Australian wine exports to the US, down from 61 per cent in 2022. Still white wine declined by 1 per cent in value to \$184 million and 6 per cent in volume

# Wine Australia

to 79 million litres. Average value increased by 5 per cent to \$2.32 per litre FOB. The decline in volume and value was driven by unpackaged white wine exports, which declined by 7 per cent in value. Packaged white wine exports increased by 2 per cent in value, mostly driven by the \$2.50 to \$4.99 per litre price segment.

Red wine exports increased their volume share from 38 per cent to 39 per cent during the year. Still red wine exports declined by 12 per cent in value to \$168 million and 2 per cent in volume to 52 million litres. Average value dropped by 9 per cent to \$3.23 per litre FOB. The decline in red wine was driven mainly by packaged red wine exports which decreased by 7 per cent in volume and 10 per cent in value.

*Figure 12: Exports to the United States by price segment (Million AUD FOB)*

Price segment (A\$/litre)	MAT December 2023	Value change	Growth rate
\$2.49 and under	\$82	-\$6.9	-8%
\$2.50 to \$4.99	\$224	\$4.4	2%
\$5.00 to \$7.49	\$11	-\$7.7	-40%
\$7.50 to \$9.99	\$9.2	-\$2.2	-19%
\$10.00 to \$14.99	\$13	-\$4.4	-26%
\$15.00 to \$19.99	\$7.2	-\$1.5	-17%
\$20.00 to \$29.99	\$7.3	-\$1.9	-21%
\$30.00 to \$49.99	\$4.0	-\$3.7	-48%
\$50.00 to \$99.99	\$2.3	-\$2.8	-55%
\$100.00 to \$199.99	\$1.6	\$0.4	31%
\$200.00 and over	\$1.3	\$0.1	4%
<b>Total value</b>	<b>\$364</b>	<b>-\$26</b>	<b>-7%</b>

Wine exports to the US valued below \$5 per litre declined by 1 per cent in value to \$306 million and 3 per cent in volume to 129 million litres. Volume declined by more than value due to most of the decline being in unpackaged exports. The \$2.50 to \$4.99 segment (mainly packaged exports) declined by 3 per cent in volume but increased by 2 per cent in value (see Figure 12). The below \$5 per litre segment now holds a 93 per cent volume share of packaged exports to the US, compared to 90 per cent in 2022. Exports valued above \$5 per litre declined by 29 per cent in value to \$57 million and 32 per cent in volume to 4.9 million litres.

According to Jon Moramarco of bw166, the US total beverage alcohol serving index<sup>4</sup> declined by 5 per cent in 2023, driven mostly by wine and beer, which makes 2023 the worst year for the US alcohol market since 1991. While consumer spend on alcohol was up year-on-year, this was mostly driven by inflation. The decline in alcohol consumption is partially due to younger drinkers consuming less. According to Gallup surveys, which track views on alcohol and consumption, 62 per cent of 18- to 34-year-olds in the US consume alcohol, compared to 72 per cent in 2003. Fifty-two per cent of this age group also view moderate drinking as being detrimental to health (up from 34 per cent in 2018). Part of the reported decline in alcohol sales can also be attributed to inventory adjustments after the supply chain issues during the COVID-19 pandemic.

Wine Australia's Regional General Manager Americas Aaron Ridgway said, "This is a period of enormous challenges not just for Australia but all wine-producing countries. The combination of post-COVID supply and demand adjustments and shifts in consumer activity – whether related to health or the economy – is contributing to the most challenging trading conditions for wine in a generation. But premiumisation is still expected to play a key role in wine's future in the US, and is an area we will continue to focus on as an opportunity to show incredible quality, storytelling and scalability against our competitors."

<sup>4</sup> A bw166 calculation using the volume of alcohol entering the US distribution system, multiplied by serving size specific to the type of alcohol.

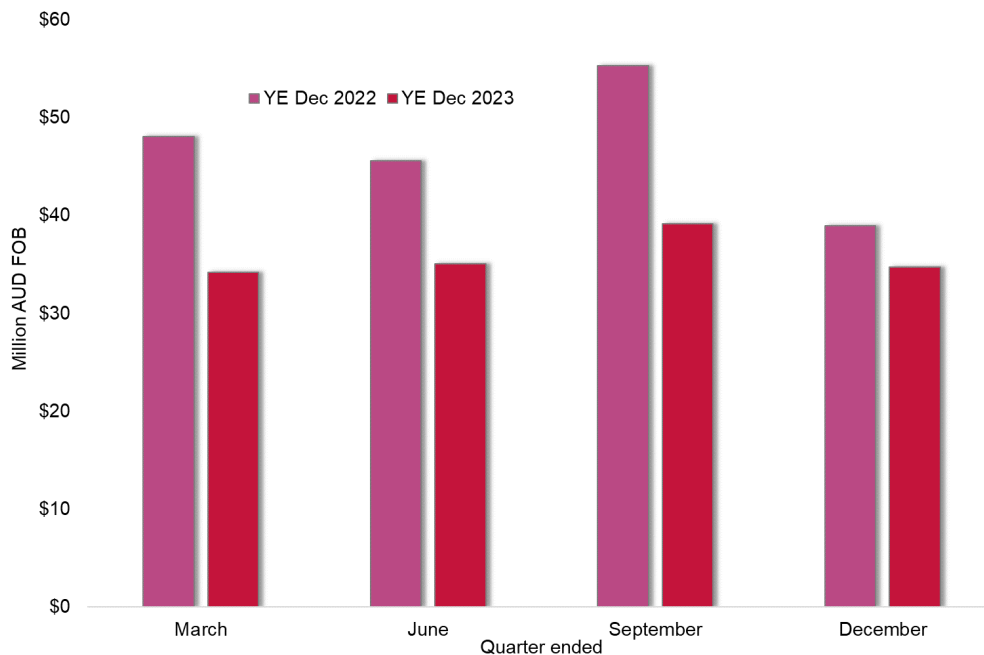
# Wine Australia

## Canada

Australian wine exports to Canada declined by 24 per cent in value and increased by 7 per cent in volume in the 12 months to December 2023. Average value declined by 29 per cent to \$1.96 per litre FOB.

Value declined during each quarter of 2023 (see Figure 13), finishing up the year down 11 per cent in the December quarter compared to the same quarter in the previous year. The decline in value is driven by packaged wine, while volume continues to increase thanks to strong exports of unpackaged wine.

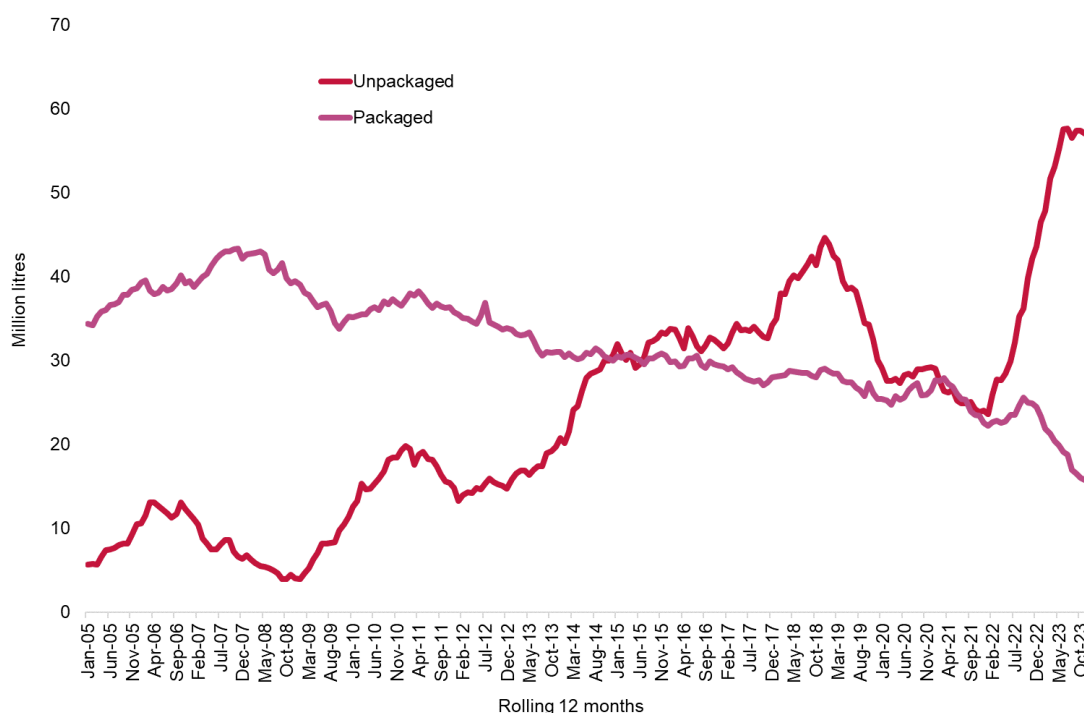
Figure 13: Value of exports to Canada by quarter



Packaged wine exports to Canada have been on a steep decline for about a year (see Figure 14), down 32 per cent in value to \$100 million and 35 per cent in volume to 16 million litres in 2023. This decline in packaged exports follows the market trend, with the Association of Canadian Distillers reporting that the volume of wine consumed in Canada declined by 6 per cent in the year ended November 2023, with all major source countries in decline. Meanwhile, unpackaged exports have been on a steep upward trend since early 2022 and is now showing signs of stabilising. In the year ended December 2023, unpackaged exports to Canada increased by 9 per cent in value to \$43 million and 31 per cent in volume to 57 million litres. As a result, average value declined by 17 per cent to \$0.75 per litre FOB.

# Wine Australia

Figure 14: Volume of exports to Canada by packaging type



During 2023, red wine's share of volume of Australia's exports to Canada declined from 65 per cent to 56 per cent, while white wine gained share from 32 per cent to 41 per cent. Still red wine exports declined by 32 per cent to \$77 million and 7 per cent in volume to 41 million litres. This decline was driven by packaged wine, across most price segments. Unpackaged exports of red wine continued to grow, up by 6 per cent in volume.

Still white wine exports declined by 7 per cent in value to \$55 million but increased by 38 per cent in volume to 29 million litres. As such, average value declined by 33 per cent to \$1.86 per litre FOB. This decline in average value of white wine is a result of large growth in unpackaged white wine (up 87 per cent in volume) while packaged white wine declined by 33 per cent in volume.

Figure 15: Exports to Canada by price segment (Million AUD FOB)

Price segment (A\$/litre)	MAT December 2023	Value change	Growth rate
\$2.49 and under	\$43	\$3.5	9%
\$2.50 to \$4.99	\$22	-\$12	-36%
\$5.00 to \$7.49	\$40	-\$23	-36%
\$7.50 to \$9.99	\$19	-\$3.3	-15%
\$10.00 to \$14.99	\$13	-\$8.1	-39%
\$15.00 to \$19.99	\$2.4	-\$1.0	-29%
\$20.00 to \$29.99	\$1.6	-\$0.3	-17%
\$30.00 to \$49.99	\$1.3	-\$0.1	-10%
\$50.00 to \$99.99	\$0.4	-\$0.2	-38%
\$100.00 to \$199.99	\$0.2	\$0.0	5%
\$200.00 and over	\$0.1	\$0.1	107%
<b>Total value</b>	<b>\$143</b>	<b>-\$45</b>	<b>-24%</b>

Exports to Canada valued below \$5 per litre declined by 12 per cent in value to \$65 million and increased by 19 per cent in volume to 63 million litres. These movements were a result of the growth in unpackaged wine and decline in packaged wine in this price segment. Exports above \$5 per litre declined by 31 per cent in value to \$78 million and 32 per cent in volume to 10 million litres.

# Wine Australia

## Northeast Asia

In the year ended December 2023, exports to Northeast Asia increased by 34 per cent in value to \$419 million and declined by 8 per cent in volume to 29 million litres. The average value of exports to this region grew by 46 per cent to \$14.36 per litre FOB.

Driving the growth in value were exports to Hong Kong, which increased by 74 per cent in value to \$290 million – a record level – and 28 per cent in volume to 9.4 million litres. The increase was primarily in premium wine, with the above \$10 per litre segment growing by 85 per cent in value and 69 per cent in volume. The number of exporters to Hong Kong also grew – up 138 export businesses to a total of 531 in 2023. Hong Kong is a major trading hub and therefore some of the wine may be on-shipped to other Asian markets.

Figure 16: Exports to Northeast Asia by destination market

Market	Volume		Value	
	Million litres	% change	\$ Million	% change
Hong Kong	9.4	28%	\$289.8	74%
Japan	11.8	-14%	\$46.6	-8%
South Korea	3.6	-23%	\$29.8	-33%
Taiwan	2.8	-5%	\$25.7	-4%
Macau	0.3	14%	\$17.0	29%
China mainland	1.4	-52%	\$10.1	-17%
<b>Total</b>	<b>29.2</b>	<b>-8%</b>	<b>\$418.9</b>	<b>34%</b>

## Southeast Asia

Exports to Southeast Asia continued to be volatile given that most markets are emerging opportunities for wine. In the year ended December 2023, exports to this region decreased by 10 per cent in value to \$275 million and 15 per cent in volume to 23 million litres in 2023. Average value increased by 6 per cent to \$12.18 per litre FOB. The decline took place across all price segments and was mainly driven by exports to Malaysia (down 23 per cent in value) and Indonesia (down 57 per cent in value). Singapore grew by 1 per cent in value, due to exports in the above \$10 per litre price segment growing by 6 per cent.

Figure 17: Exports to Southeast Asia by destination market

Market	Volume		Value	
	Million litres	% change	\$ Million	% change
Singapore	7.2	-16%	\$133.2	1%
Thailand	6.5	-7%	\$58.3	-5%
Malaysia	2.7	-44%	\$46.9	-23%
Philippines	2.5	-7%	\$14.7	-8%
Vietnam	2.4	12%	\$10.8	-2%
Indonesia	0.9	-2%	\$8.0	-57%
Cambodia	0.3	-10%	\$1.4	-28%
Myanmar	0.1	-32%	\$1.0	-35%
Others	0.1	32%	\$0.4	-0.1%
<b>Total</b>	<b>22.5</b>	<b>-15%</b>	<b>\$274.6</b>	<b>-10%</b>

For more detailed data, please go to the [Export Dashboard](#).

# Wine Australia

## About Wine Australia

Wine Australia supports a competitive wine sector by investing in research and innovation (R&I), growing domestic and international markets, and protecting the reputation of Australian wine.

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 R&I investments.

**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.

Provisions of the Copyright Act 1968 apply to the contents of this publication, all other right reserved. For further copyright authorisation please see the [www.wineaustralia.com](http://www.wineaustralia.com) website.