

Export Report

1 July 2024 to 30 June 2025

Total value	\$2.48b	▲ 13%
Total volume	639m litres	▲ 3%
Average value	\$3.88/litre	▲ 10%

Europe

21% share
\$512m ▼ -3%

North America

19% share
\$473m ▼ -6%

Asia

55% share
\$1360m ▲ 34%

Other

1% share
\$27m ▼ -1%

Oceania

4% share
\$109m ▼ -5%

Exports by price point (value)

\$10.00 +	\$1166m	▲ 23%
\$7.50-\$9.99	\$123m	▲ 17%
\$5.00-\$7.49	\$232m	▲ 26%
\$2.50-\$4.99	\$509m	▲ 1%
< \$2.50	\$451m	▲ 1%

Top 5 export destinations (value)

	Mainland China	\$893m	▲ 123%
	United Kingdom	\$350m	▼ -1%
	United States	\$314m	▼ -12%
	Canada	\$157m	▲ 7%
	Hong Kong	\$127m	▼ -54%

Top 5 export varieties (litres)

	Shiraz	169m	▲ 11%
	Chardonnay	138m	▼ -5%
	Cabernet Sauvignon	97m	▲ 8%
	Pinot Gris/Grigio	44m	▼ -3%
	Merlot	40m	▲ 2%



58%

of wine produced
is exported



116

export
destinations



1,806

active
exporters



21,583

different products
exported



16.3 million

glasses of Australian wine
enjoyed overseas each day