

Dashboards, calculators and reports

Current and relevant information and insights at your fingertips to help you make better business decisions.

Stay in the know
with Wine Australia's
market insights





Dashboards and calculators

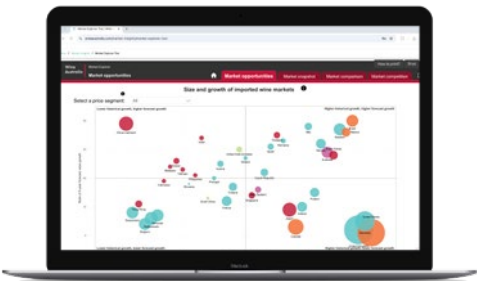


Export Dashboard

The Export Dashboard provides interactive and comprehensive data and insights on Australian wine exports back to 2010. It provides headline figures for the latest release of data, as well as detailed statistics on wine exports by destination market, GI claim, variety, wine style, container type, and exporter size. All de-identified data can be downloaded in Excel form, while the dashboard can also be downloaded to PDF.



Visit the Export Dashboard

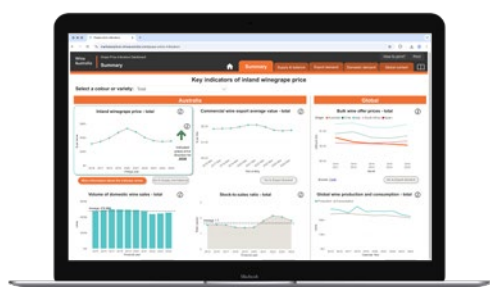


Market Explorer

If you are looking to start exporting Australian wine or seeking to explore new markets and want data to inform your decision, then Market Explorer is a great place to start. The Market Explorer can help determine which market is the most attractive to an Australian wine business by showing where wine is consumed and how much, which markets are showing growth in wine consumption, the share of on-trade versus off-trade, and what share of that consumption is Australian wine. It incorporates data from The IWSR for wine consumption, along with key economic indicators. Please note: the Market Explorer is now only accessible to Australian wine levy-payers and exporters. Make sure you are logged into your levy-payer-access website account.



Visit the Market Explorer

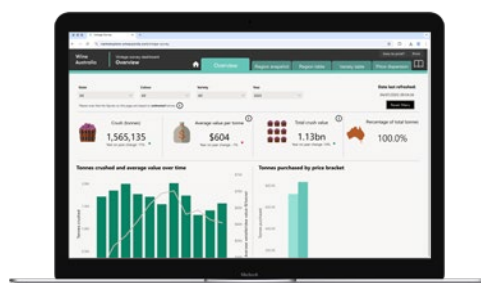


Grape Price Indicators Dashboard

The Grape Price Indicators Dashboard provides a current summary of the key drivers of winegrape prices in Australian inland regions, as well as an indication of the expected direction for grape prices ahead of the next vintage.

The dashboard allows you to view the indicators by grape colour or key varieties, so you can customise the information to be more relevant to you.

An arrow on the summary page shows the projected overall direction of grape prices for the next vintage, based on the key indicators. It is a high-level indication that applies across all inland regions and is intended to be used as a general guide only.



National Vintage Survey Dashboard

Your one-stop-shop for Australia's vintage crush data from 2015 to the latest report.

The Vintage Survey Dashboard provides vintage crush figures by volume and value, detailed tables on crush by variety and region, as well as average weighbridge purchase value by variety and region including price dispersion. All data can be downloaded in Excel form, while the dashboard can also be downloaded to PDF.

The data comes from the National Vintage Survey, which is the annual winegrape crush and weighbridge price survey conducted by Wine Australia on behalf of the Australian wine sector.



Visit the Grape Price Indicators Dashboard



Visit the Vintage Survey Dashboard



Free on Board (FOB) to Retail Calculator

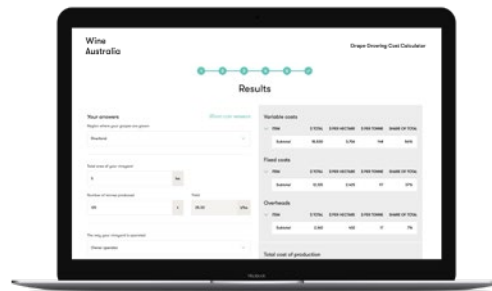
The FOB to Retail Calculator allows users to calculate what the bottle price will be on shelf (the RRP) in international markets for a given FOB value and thereby assess and evaluate competitors in market through price point comparison. All you need to know is your FOB cost in Australian dollars.

The FOB to Retail Calculator has been developed in Microsoft Excel. You will need to have Excel installed on your computer to use the tool. There are separate calculators for a number of key markets on different tabs of the spreadsheet.

For instructions on how to use the FOB to Retail Calculator, check out the 'How to' video on our website.



Visit the Free on Board (FOB)
to Retail Calculator



Grape Growing Cost Calculator

The Grape Growing Cost Calculator is a simple online calculator that estimates the costs of winegrape growing for different vineyard sizes, yields and business operating models in the inland regions of Australia: Riverina, Riverland and Murray Darling-Swan Hill.

The tool requires minimal input from the user and gives a fast and clear result. It calculates costs based on typical figures for a region, vineyard size and business model. It can be used to work out the variable and total costs for last year, an average year or a future year, and to create 'what if' scenarios by changing certain variables – e.g. water cost, number of sprays or yield – to see the impact on cost. Many of the default cost assumptions used in the model can be edited to get a more customised result. However, the model does not accurately calculate the actual operating expenses for a specific individual vineyard.



Visit the Grape Growing Cost Calculator

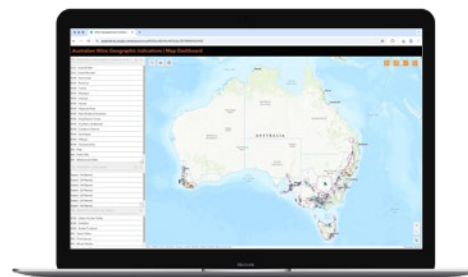


Domestic Sales Dashboard

This tool provides high-level statistics on the Australian domestic market, including retail sales, wholesale winery sales, on-premise and consumer insights.



Visit the Domestic Sales Dashboard



Wine Geographical Indications Dashboard

This is an interactive map that allows you to explore Australia's wine geographical indications (wine regions), look up statistics about each region, view vineyard locations and print maps.

The geographical indication (GI) boundaries are defined by legislation and entered in the Register of Protected Geographical Indications and other terms, which is maintained by Wine Australia. The vineyard locations are based on the National Vineyard Scan 2020 conducted by GAIA on behalf of Wine Australia.



Visit the Geographic
Indications Dashboard



Helpful reports

National Vintage Report

An annual report based on survey data collected across all winegrowing regions in Australia. It provides an estimate of the total crush in Australia, a summary of the grape crush in each region by variety, and an analysis of grape purchases including price dispersion.



[View the National Vintage Report](#)

Production, Sales and Inventory Report

Presents the results of the annual Wine Production, Sales and Inventory Survey, conducted by Wine Australia. Updated annually, it aims to provide an overview of the current supply and demand situation for Australian wine.



[View Production, Sales and Inventory Reports](#)

Bulk Wine Monitor

A one-page, at-a-glance summary providing grapegrowers and winemakers with an indication of supply and demand for commercial wine on the global market, and the competitiveness of Australian wine. The report summarises global prices for bulk wine from Australia and other countries. Bulk wine prices are taken from the Ciatti Global Market reports published monthly.



[View the Bulk Wine Monitor](#)

Global Wine Supply Monitor

Updated annually, this monitor provides a snapshot of global wine production, including historical volumes for the top eight producing countries. Includes statistics on wine production for the last five years, current or upcoming vintage volume predictions, and summaries of harvests in both the Northern and Southern Hemispheres. Global wine consumption figures are also included and an analysis of supply and demand.



[View the Global Wine Supply Monitor](#)

Australian Market Insights Report

Provides a market overview and channel analysis, and discusses sales trends, consumer insights and the relative competitiveness of the market in a global context.



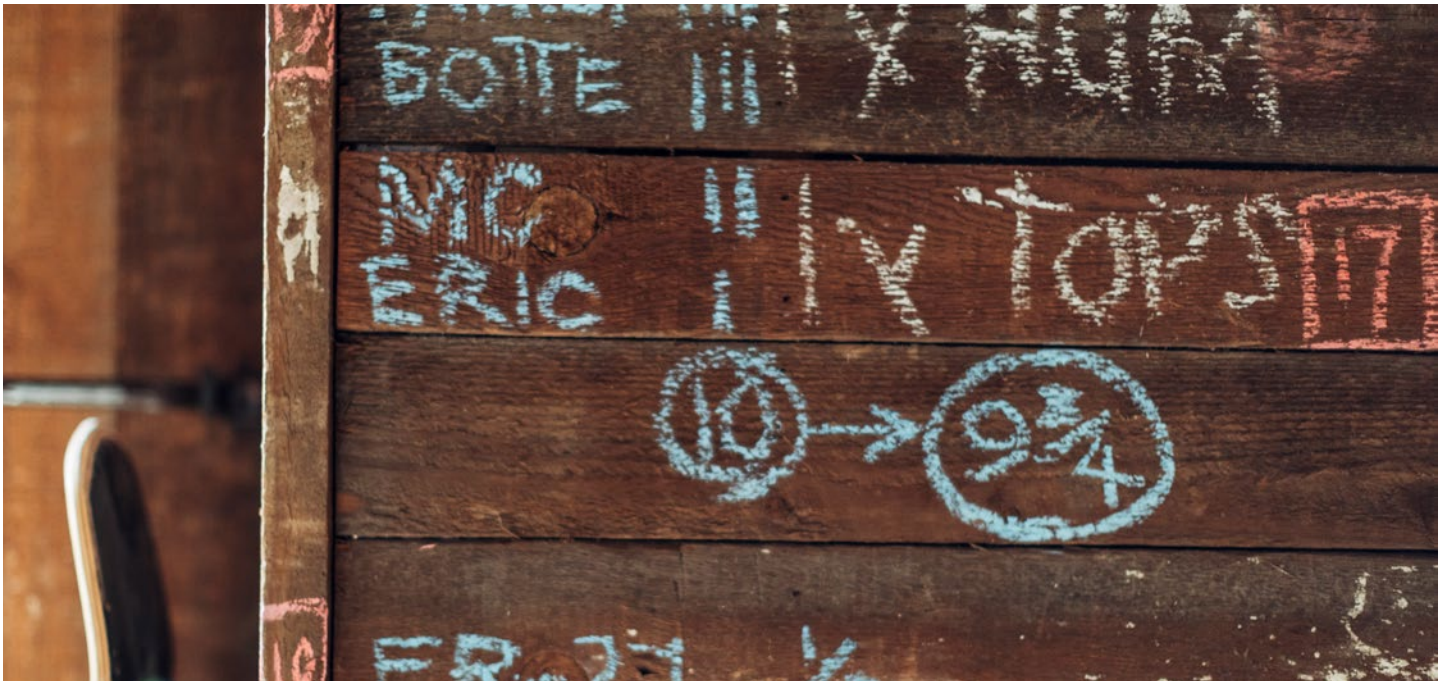
[View the Australian Market Insights Report](#)

Endeavour Group Insights Report: Australia Off-Trade Market

A 'deep dive' into the Australian off-premise liquor market derived from scan data and consumer loyalty data on retail sales through Endeavour Group outlets: Dan Murphy's and BWS.



[View the Endeavour Group Insights Report](#)



Australian Wine Export Report

Updated quarterly, the Australian Wine Export Report summarises and analyses total exports of Australian wine. It includes highlights of the latest export volume and value statistics by destination market, container type and variety. Reports from previous quarters are also available.



[View Australian wine export reports](#)

Australian Wine Export Monitor

A one-page, high-level, historical summary of the total exports of Australian wine. It includes both value and volume of export sales broken down by wine style and container type, plus the percentage change year-on-year over the past 10 financial or calendar years.



[View Australian Wine Exporter Monitor](#)

Australian Wine Imports Monitor

High level summaries of wine imported into Australia presented in an infographic format. Includes volume and value of imports by colour and container type and by the top five source countries, plus year-on-year trends over the past 10 financial years.



[View the Australian Wine Imports Monitor \(wine exporters and levy payers only\)](#)

Market Insights – Americas

Includes various reports on the US and Canada markets.



[View Market Insights - the Americas](#)

Market Insights – UK and Europe

Includes various reports on the UK and European markets.



[View Market Insights - United Kingdom and Europe](#)

Wine Import Market Reports

Summarises wine imports for various markets by three categories: bulk wine, bottled wine and sparkling wine



[View Wine Import Market Reports](#)

FAQs about the dashboards and calculators

1. What are these dashboards and calculators used for?

→ They are tools designed to help businesses make informed decisions using data on exports, pricing, vintage trends, market performance, and production costs.

2. Who are these tools intended for?

→ They are primarily for Australian wine sector stakeholders — growers, winemakers, exporters, researchers, and policymakers — looking to improve business planning, pricing strategies, and market understanding.

3. Do I need to log in or create an account to use them?

→ All tools are publicly available on the Wine Australia website, with no login or registration required except for the Market Explorer. The Market Explorer is only accessible to Australian wine levy-payers and exporters in accordance with our licence agreement with IWSR. To access this, you need to be logged in to your levy-payer-enabled website account.

4. Can I download the data or outputs?

→ Yes. Most dashboards allow you to download data and charts as Excel spreadsheets or PDF files.

6. What types of data are included?

→ The tools include data such as:

- Export volumes and values
- Grape pricing trends
- Regional crush volumes
- Market segmentation (e.g., price points, on/off-premise)
- Cost estimates for growing and exporting

7. Where does the data come from?

→ Data sources include Wine Australia's Licensing and Approval System for exports, the National Vintage Survey, commercial data from external providers, industry research, and international market data.

8. Can I customise the inputs or assumptions?

→ Yes. Many tools (especially calculators) allow users to select their own options like yield, exchange rate, FOB costs, and operating expenses to model different scenarios, and the dashboards have multiple filters such as grapegrowing region, destination market, winestyle, grape variety and price segment so you find information most relevant to you.

9. Are there instructions or support materials available?

→ Yes. Several tools include user guides or video tutorials. You'll find them on the main Dashboards and calculators landing page. You can also contact Wine Australia for support.

10. How often is the data updated?

→ It varies by tool and dataset, but all data is kept as up-to-date as possible. Export data is updated quarterly, vintage (crush) data is updated annually, other data may be updated monthly or annually, and calculators are revised periodically when things change.

Ask an analyst

Still have questions? Book an online meeting or dashboard demonstration session with one of Wine Australia's Market Insights analysts.

For more information contact the Market Insights team at market.insights@wineaustralia.com

Sign up to our Market Bulletins

Receive direct to your InBox the latest data and trends on domestic and export markets as well as insights and tools to support informed decision-making for your business.



Sign up to receive Market Bulletin

