



## Australian wine export 2017

Australian wine exports increased by 15 per cent to \$2.56 billion in the 12 months ending December 2017, according to [Wine Australia's Export Report](#) released today.

It was a record-breaking year for Australian wine exports, with total volume reaching a calendar year high of 811 million litres, the average value of bottled wine growing by 3 per cent to a record value of \$5.63 per litre free on board (FOB), and the value of wines exported above \$10 per litre increasing by 29 per cent to an all-time high of \$738 million.

Wine exported in bulk also experienced price increases, with total value increasing by 10 per cent to \$440 million and average value per litre increasing by 6 per cent to \$1.03, the highest average value since 2012.

There were healthy growth rates in almost all price points, revealing added value across the price spectrum (see Figure 1).

*Figure 1: Exports by price point (FOB)*

Price segment (A\$/litre)	MAT December 2017	Value change	Growth rate
\$2.49 and under	\$511,230,356	\$76,436,923	18%
\$2.50 to \$4.99	\$829,999,393	\$42,768,086	5%
\$5.00 to \$7.49	\$332,034,222	\$48,491,468	17%
\$7.50 to \$9.99	\$150,448,428	\$8,126,188	6%
\$10.00 to \$14.99	\$200,552,005	\$30,711,339	18%
\$15.00 to \$19.99	\$76,674,239	(\$10,110,144)	-12%
\$20.00 to \$29.99	\$131,612,861	\$49,267,099	60%
\$30.00 to \$49.99	\$94,210,830	\$32,374,491	52%
\$50.00 to \$99.99	\$164,096,793	\$35,281,907	27%
\$100.00 to \$199.99	\$17,152,041	\$4,715,133	38%
\$200.00 +	\$53,727,561	\$21,643,089	67%
Total value	\$2,561,738,728	\$339,705,582	15%

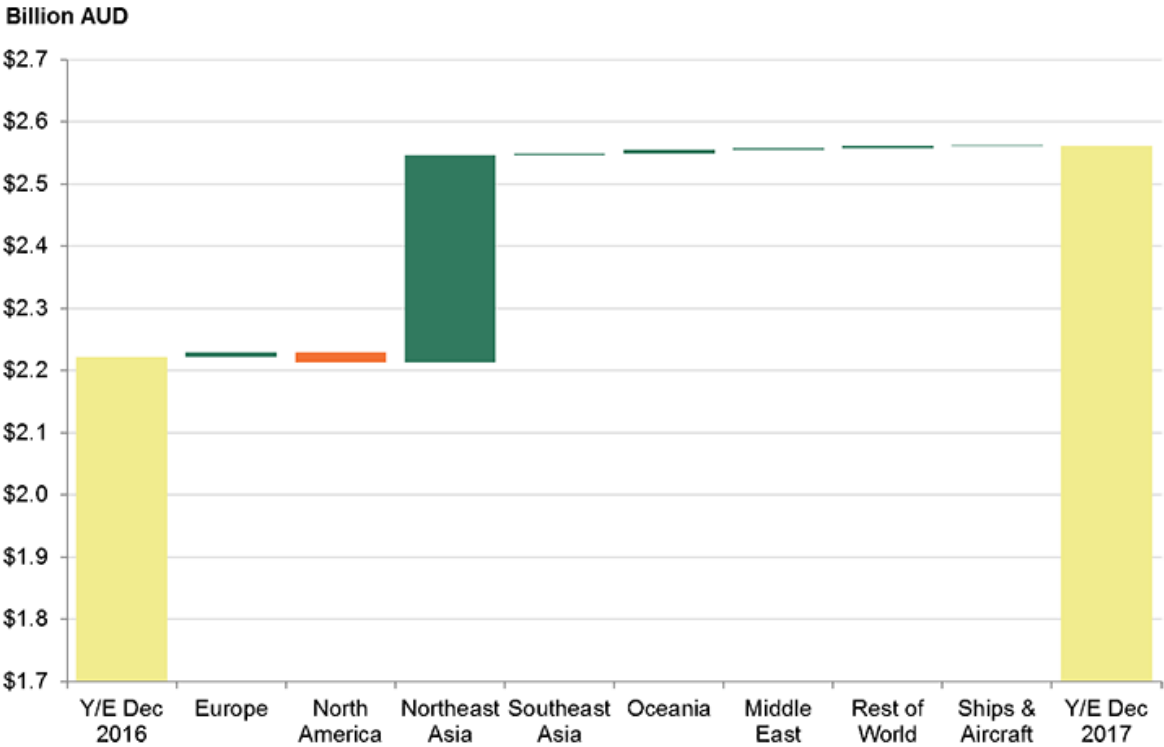
As illustrated in Figure 2, exports to Northeast Asia were the growth driver with exports to this region increasing by 47 per cent to over \$1 billion for the first time.

Exports also grew to:

Europe by 1 per cent to \$576 million  
 Southeast Asia by 2 per cent to \$165 million, and  
 Oceania by 8 per cent to \$94 million.

Exports to North America decreased slightly by 2 per cent to \$636 million. However, exports of wines to the United States of America (USA) valued at \$10 per litre or more (that sell for US\$14 or more per bottle retail) increased by 8 per cent to \$45 million.

Figure 2: Value growth by region



Red wine continued to be the most popular Australian wine style exported, contributing three-quarters of total export value. The value of red wine exports increased by 19 per cent to \$1.9 billion. The value of white wine also grew, by 3 per cent to \$552 million.

Although a smaller category, sparkling wine also grew at an encouraging rate of 7 per cent to \$49 million. Driving this increase was the growth in popularity of Australian sparkling wine in New Zealand and China, where the exported value increased by \$2 million for each market.

# Wine Australia

## Export report

### MAT to December 2017



## China mainland ↑ 63%

	China mainland	\$848m	↑ 63%
	United States	\$449m	↓ 2%
	United Kingdom	\$348m	↓ 2%
	Canada	\$187m	↓ 3%
	Hong Kong	\$118m	↑ 7%

## Top 5 exported varieties by label claim

\$601m	\$341m	\$187m	\$182m	\$114m
Shiraz	Cabernet Sauvignon	Shiraz / Cab Sauv	Chardonnay	Merlot
↑ 18%	↑ 20%	↑ 57%	↑ 6%	↑ 17%

January 2018