

Export Report

1 April 2024 to 31 March 2025

Total value	\$2.64b	▲ 41%
Total volume	647m litres	▲ 6%
Average value	\$4.09/litre	▲ 33%

Europe

19% share
\$515m ▼ -6%

North America

18% share
\$476m ▼ -6%

Asia

57% share
\$1512m ▲ 123%

Other

1% share
\$29m ▲ 16%

Oceania

4% share
\$111m ▼ -7%

Exports by price point (value)

\$10.00 +	\$1311m	▲ 98%
\$7.50-\$9.99	\$130m	▲ 30%
\$5.00-\$7.49	\$228m	▲ 31%
\$2.50-\$4.99	\$527m	▲ 9%
< \$2.50	\$447m	▼ -1%

Top 5 export destinations (value)

	Mainland China	\$1028m	▲ ++
	United Kingdom	\$353m	▼ -3%
	United States	\$323m	▼ -9%
	Hong Kong	\$154m	▼ -47%
	Canada	\$151m	▲ 3%

Top 5 export varieties (litres)

	Shiraz	178m	▲ 25%
	Chardonnay	139m	▼ -5%
	Cabernet Sauvignon	98m	▲ 13%
	Pinot Gris/Grigio	42m	▼ -10%
	Merlot	37m	▼ -10%



58%

of wine produced
is exported



120

export
destinations



1,836

active
exporters



22,057

different products
exported



16.5 million

glasses of Australian wine
enjoyed overseas each day