

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Sauvignon Blanc

Variety	Sauvignon Blanc
Colour	White

Plantings

	Sauvignon Blanc	All varieties
Source: ABS National Vineyard Survey 2015		
Area planted in Australia (hectares)	6,097	135,133
Percentage of total area	4.5%	
Percentage of white varieties	12.6%	

Crush

	Sauvignon Blanc	All varieties
Source: National Vintage Survey 2020		
Tonnes crushed in 2020	87,071	1,520,608
Percentage of total crush	5.7%	
Percentage of white crush	12.7%	

Top five regions % of total crush

	Sauvignon Blanc	All varieties
Riverland	26%	34%
Riverina	19%	20%
Murray Darling - Swan Hill NSW	13%	9%
Murray Darling - Swan Hill VIC	10%	12%
Murray Darling - Swan Hill	6%	4%
Others	25%	21%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content

	Sauvignon Blanc	All varieties
Export volume ('000 litres)	28,101	729,712
Export value (\$'000 FOB)	64,785	2,839,993
Share of export volume	3.9%	
Share of export value	2.3%	

Label claim exports (packaged only)

	Sauvignon Blanc and Sauvignon Blanc blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	12,245	332,592
Change in volume from 2018-19	➔ 0%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	47,380	2,321,680
Average value per litre	\$3.87	\$6.98

Top five export destinations and share of exports by value

	Sauvignon Blanc and Sauvignon Blanc blends	All packaged wine exports
UK	31%	7%
USA	24%	15%
New Zealand	8%	3%
Netherlands	6%	1%
Canada	5%	7%
Others	26%	67%

Top five varietal label claims by value with Sauvignon Blanc in the name

- Sauvignon Blanc
- Sauvignon Blanc, Semillon
- Sauvignon Blanc, Semillon, Chardonnay
- Sauvignon Blanc, Riesling, Marsanne, Roussanne
- Sauvignon Blanc, Chardonnay, Pinot Gris, Marsanne

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