

# Wine Australia providing insights on Australian Wine

## Variety snapshot 2020 - Marsanne

Variety	Marsanne
Colour	White

### Plantings

Source: ABS National Vineyard Survey 2015	Marsanne	All varieties
Area planted in Australia (hectares)	163	135,133
Percentage of total area	0.1%	
Percentage of white varieties	0.3%	

### Crush

Source: National Vintage Survey 2020	Marsanne	All varieties
Tonnes crushed in 2020	1,082	1,520,608
Percentage of total crush	0.1%	
Percentage of white crush	0.2%	

Top five regions % of total crush	Marsanne	All varieties
Riverina	59%	20%
Goulburn Valley	16%	0%
Heathcote	7%	1%
Big Rivers zone other	6%	1%
McLaren Vale	4%	2%
Others	8%	77%

### Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Marsanne	All varieties
Export volume ('000 litres)	282	729,712
Export value (\$'000 FOB)	1,368	2,839,993
Share of export volume	0.0%	
Share of export value	0.0%	

Label claim exports (packaged only)	Marsanne and Marsanne blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	58	332,592
Change in volume from 2018-19	➔ -3%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	652	2,321,680
Average value per litre	\$11.33	\$6.98

Top five export destinations and share of exports by value	Marsanne and Marsanne blends	All packaged wine exports
China mainland	52%	45%
UK	23%	7%
Canada	7%	7%
USA	3%	15%
Sweden	3%	1%
Others	12%	26%

### Top five varietal label claims by value with Marsanne in the name

- Marsanne
- Marsanne, Viognier, Roussanne
- Marsanne, Roussanne, Viognier
- Marsanne, Roussanne
- Marsanne, Viognier

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