

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Prosecco

Variety	Prosecco
Colour	White

Plantings

Source: ABS National Vineyard Survey 2015	Prosecco	All varieties
Area planted in Australia (hectares)	183	135,133
Percentage of total area	0.1%	
Percentage of white varieties	0.4%	

Crush

Source: National Vintage Survey 2020	Prosecco	All varieties
Tonnes crushed in 2020	10,188	1,520,608
Percentage of total crush	0.7%	
Percentage of white crush	1.5%	

Top five regions % of total crush

	Prosecco	All varieties
King Valley	53%	1%
Murray Darling - Swan Hill NSW	22%	9%
Murray Darling - Swan Hill VIC	13%	12%
Alpine Valleys	3%	0%
Murray Darling - Swan Hill	3%	4%
Others	6%	74%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Prosecco	All varieties
Export volume ('000 litres)	488	729,712
Export value (\$'000 FOB)	3,046	2,839,993
Share of export volume	0.1%	
Share of export value	0.1%	

Label claim exports (packaged only)

	Prosecco and Prosecco blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	347	332,592
Change in volume from 2018-19	↑ 28%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	2,491	2,321,680
Average value per litre	\$7.17	\$6.98

Top five export destinations and share of exports by value

	Prosecco and Prosecco blends	All packaged wine exports
New Zealand	80%	3%
China mainland	8%	45%
Fiji	2%	0%
USA	2%	15%
Singapore	2%	4%
Others	6%	32%

Top five varietal label claims by value with Prosecco in the name

Prosecco

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