

# Wine Australia providing insights on Australian Wine

## Variety snapshot 2020 - Merlot

Variety	Merlot
Colour	Red

### Plantings

Source: ABS National Vineyard Survey 2015	Merlot	All varieties
Area planted in Australia (hectares)	8,477	135,133
Percentage of total area	6.3%	
Percentage of red varieties	9.8%	

### Crush

Source: National Vintage Survey 2020	Merlot	All varieties
Tonnes crushed in 2020	95,195	1,520,608
Percentage of total crush	6.3%	
Percentage of red crush	11.4%	

Top five regions % of total crush	Merlot	All varieties
Riverland	33%	34%
Riverina	20%	20%
Murray Darling - Swan Hill NSW	13%	9%
Murray Darling - Swan Hill VIC	12%	12%
Murray Darling - Swan Hill	6%	4%
Others	16%	21%

### Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Merlot	All varieties
Export volume ('000 litres)	50,078	729,712
Export value (\$'000 FOB)	142,584	2,839,993
Share of export volume	6.9%	
Share of export value	5.0%	

Label claim exports (packaged only)	Merlot and Merlot blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	22,800	332,592
Change in volume from 2018-19	↓ -9%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	99,508	2,321,680
Average value per litre	\$4.36	\$6.98

Top five export destinations and share of exports by value	Merlot and Merlot blends	All packaged wine exports
China mainland	33%	45%
USA	32%	15%
UK	8%	7%
New Zealand	7%	3%
Netherlands	3%	1%
Others	18%	29%

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

Merlot
Merlot, Tempranillo
Merlot, Cabernet Sauvignon
Merlot, Shiraz
Merlot, Cabernet Sauvignon, Petite Sirah

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