

**Wine
Australia**

Market Insights

Australian wine production, sales and inventory 2023-24

December 2024





Summary

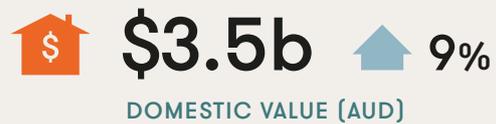
- The Australian winegrape crush in 2024 was 1.43 million tonnes, 9 per cent above the 2023 crush but 18 per cent below the 10-year average of 1.73 million tonnes.
- Total Australian wine production in 2023–24 was 1.04 billion litres (116 million 9-litre case equivalents) – an 8 per cent increase compared with 2022–23 but still the second-smallest reported production since 2006–07 and 16 per cent (nearly 200 million litres) below the 10-year average of 1.24 billion litres.
- White wine’s share of production increased from 46 per cent to 51 per cent, in line with its share of the crush. This was the first time since 2011–12 that the production of white wine has exceeded the production of red wine in Australia.
- The total sales volume of Australian wine in 2023–24 was 1.08 billion litres (120 million 9-litre cases), a reduction of just over 8 million litres (-0.7 per cent) compared with 2022–23, and 11 per cent below the 10-year average of 1.21 billion litres. Domestic sales made up 42 per cent of total sales, 5 percentage points higher than in 2017–18, when exports were at their peak.
- Total sales exceeded production in 2023–24 for the second year in a row. The combined shortfall from the past two years is estimated to be 155 million litres.
- The national inventory of Australian wine as at 30 June 2024 is estimated to be 1.96 billion litres, a decrease of 228 million litres (10 per cent) compared with the same time last year and very close to the 10-year average of 1.94 billion litres.
- The overall national stock-to-sales ratio (SSR) declined by 10 per cent to be 1.82 in 2023–24.
- The SSR for reds fell by 15 per cent to 2.13 but was still 15 per cent above the 10-year average. Conversely, the SSR for white wine fell by 8 per cent to be 2 per cent below its 10-year average of 1.37.
- Despite positive signs of adjustment, the outlook for Australian wine remains challenging. Global supply in 2024 is expected to be the lowest since 1961, but is still likely to exceed consumption, which has continued to decline over the past 12 months and is expected to decline further in the next five years, driven by economic constraints, overall alcohol moderation trends and competition for wine from other beverages.

Overview

Production Vintage 2024

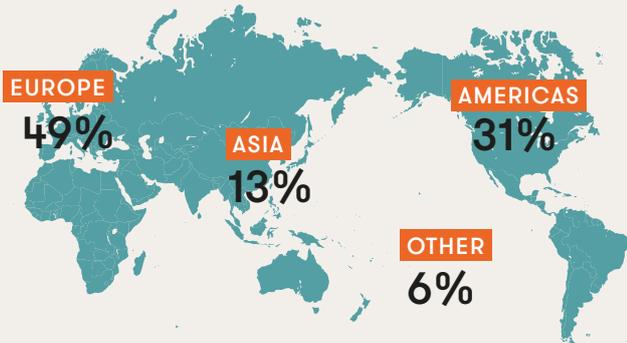


Sales 2023-24



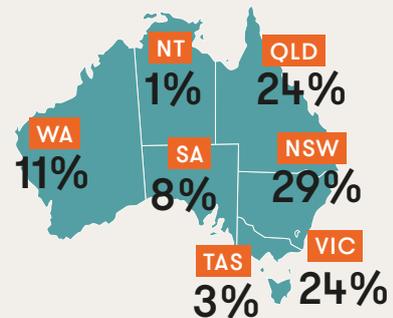
58%

EXPORTED VOLUME (SHARE OF EXPORTS)



42%

DOMESTIC VOLUME (SHARE OF OFF-TRADE SALES)



Inventory 30 June 2024



Key statistics

Table 1: Grape crush by colour (thousand tonnes)

	2023	2024	Change	10-year average	Change
Red grapes	710	705	-1%	927	-24%
White grapes	604	722	19%	804	-10%
Total grape crush	1315	1427	9%	1732	-18%

Table 2: Wine production by colour (million litres)

	2022-23	2023-24	Change
Red wine	519	511	-2%
White wine	444	531	20%
Total wine production	964	1042	8%

Table 3: Extraction rates (litres of wine per tonne)

	2022-23	2023-24	Change	10-year average	Change
Red	729	724	-1%	719	1%
White	734	736	0%	710	4%
Total	732	730	0%	714	2%

Table 4: Wine inventory by colour (million litres)

	2022-23	2023-24	Change
Red and rosé wine	1295	1112	-14%
White wine	689	621	-10%
Total still wine	1984	1734	-13%
Sparkling	76	68	-11%
Fortified and other	129	160	24%
Total wine inventory	2190	1961	-10%

Table 5: Stock to sales ratios (years)

	2022-23	2023-24	Change	10-year average
Red	2.50	2.13	-15%	1.85
White	1.46	1.34	-8%	1.37
Total	2.02	1.82	-10%	1.63

Table 6: Domestic wine sales by wine style (million litres)

	2022-23	2023-24	Change
Red and rosé	188	179	-5%
White	195	200	3%
Sparkling (inc carbonated)	61	60	-2%
Fortified and other	20	19	-3%
Total	464	457	-1%

Table 7: Domestic wine sales value (A\$ million)

	2022-23	2023-24	Change
Total value	3258	3542	9%
Average value (\$/litre)	7.02	7.75	10%

Table 8: Export wine sales by wine style (million litres)

	2022-23	2023-24	Change
Red and rosé	331	343	4%
White	277	263	-5%
Sparkling (inc carbonated)	12	12	1%
Fortified and other	0.71	0.67	-5%
Total	621	619	-0.2%

Table 9: Export wine sales value (A\$ million FOB)

	2022-23	2023-24	Change
Total value	1865	2188	17%
Average value (\$/litre FOB)	3.00	3.53	18%

Table 10: Total sales volume (million litres)

	2022-23	2023-24	Change
Red and rosé	519	522	1%
White	472	463	-2%
Sparkling (inc carbonated)	73	72	-2%
Fortified	21	20	-3%
Total sales	1085	1077	-0.7%

Table 11: Total sales value (A\$ million)

	2022-23	2023-24	Change
Total value	5123	5730	12%

Production

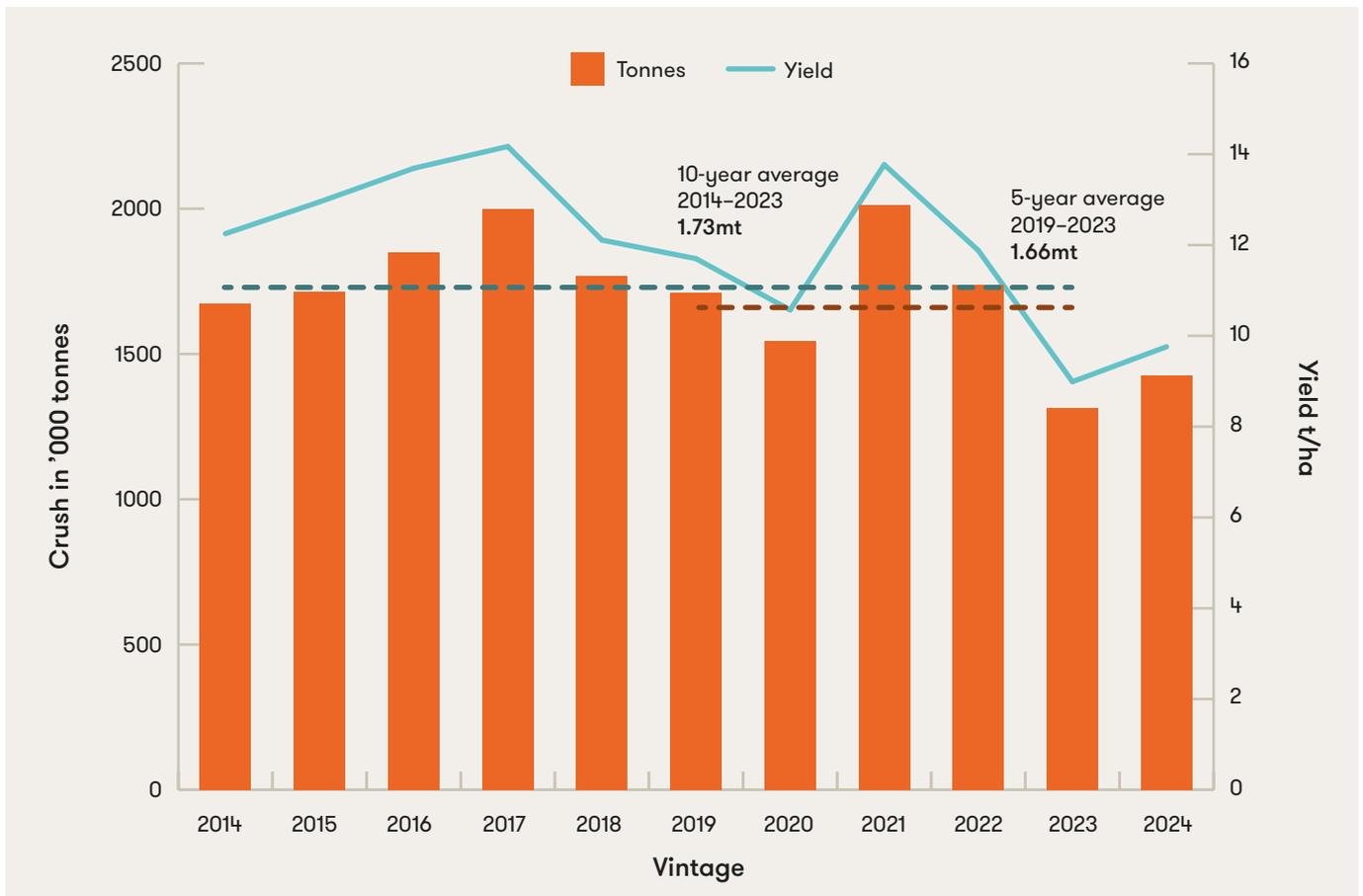
Winegrape crush

The 2024 Australian winegrape crush was slightly higher than the 20-year low crush reported in 2023, but was still well below the 10-year average for the second year in a row.

The crush is estimated¹ to be 1.43 million tonnes, an increase of 112,390 tonnes (9 per cent) compared with 2023, but 300,000 tonnes below the 10-year average of 1.73 million tonnes. Despite a record crush in 2021, the average crush over the past 5 years (2019–2023) has now dropped to 1.66 million tonnes, indicating an overall declining trend (Figure 1).

Based on the total estimated vineyard area of 146,244 hectares², the average yield was just under 10 tonnes per hectare, 20 per cent below the 10-year average of 12.21 tonnes per hectare.

Figure 1: Australian winegrape crush and average yield 2014 to 2024

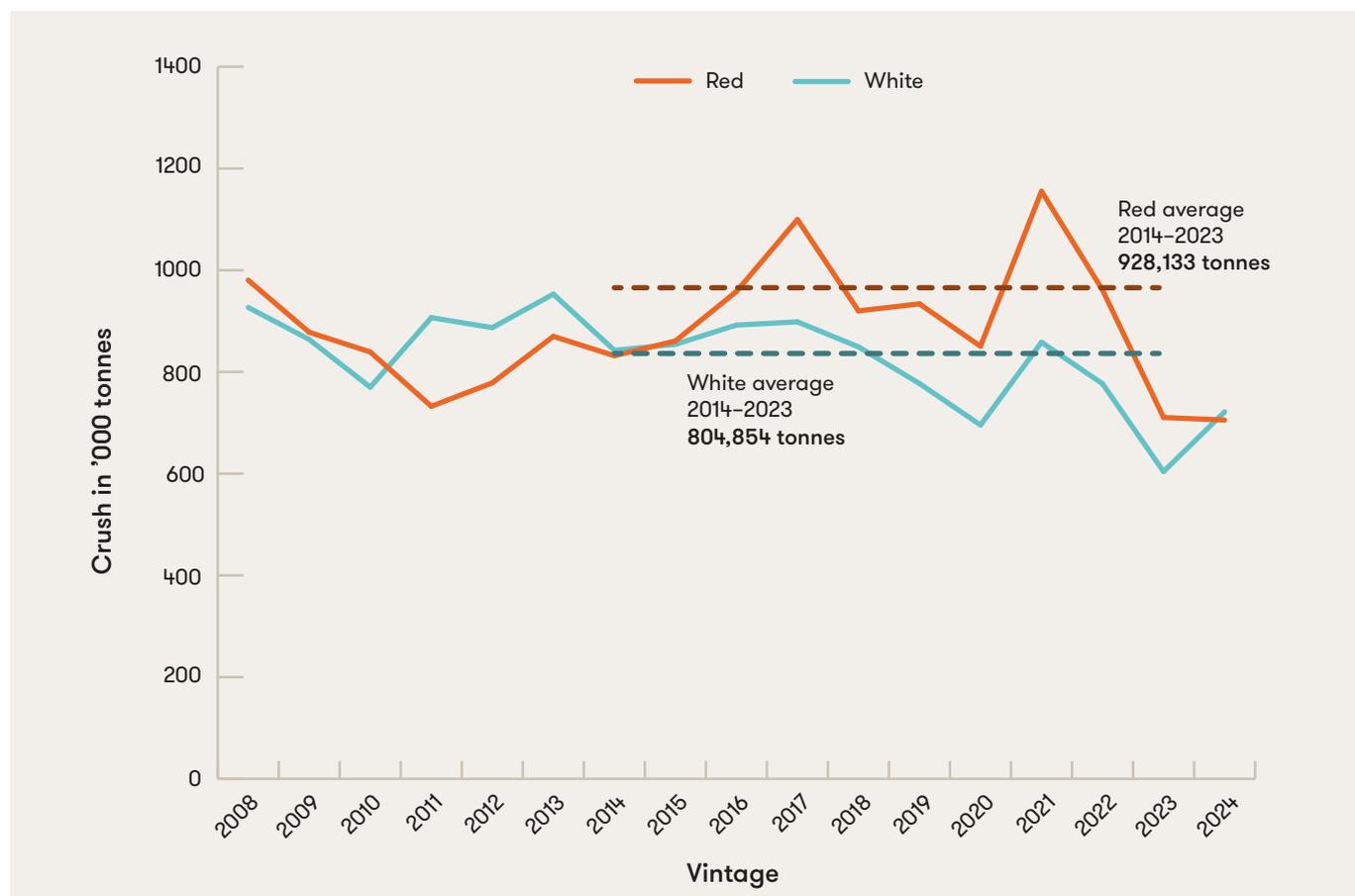


Source: Wine Australia National Vintage surveys

- 1 Based on responses to the National Vintage Survey 2024
- 2 National Vineyard Scan 2019

The increase compared with 2023 was driven entirely by white varieties, which increased by 117,338 tonnes (19 per cent), while reds decreased by 4,948 tonnes (1 per cent). The different results for red and white led to whites increasing their share of the crush from 46 per cent in 2023 to 51 per cent in 2024. It was the first time since 2014 that the white crush was higher than the red crush (Figure 2).

Figure 2: Winegrape crush by colour 2008 to 2024



Source: Wine Australia National Vintage surveys

The below-average crush was partly a result of difficult seasonal conditions in many regions – including heavy rainfall and flooding, widespread windy conditions affecting flowering, and dry spring weather leading to cold nights and the potential for frost damage. However, a significant amount of the reduction in overall crush size compared with the 10-year average can be attributed to deliberate decisions made by grapegrowers and wine businesses, driven by low grape prices, significant stock overhangs (despite the very small 2023 vintage) and reduced global demand for wine. The contrasting result for reds compared with whites indicates the role of deliberate decision-making, including reduced purchasing of uncontracted fruit and the imposition of yield caps by wineries, and selective reduction in inputs, harvesting grapes on the ground, resting vineyards and vine removals by grapegrowers.

For more details on the 2024 vintage, including details of the crush by region and variety, see the National Vintage Report or the National Vintage Survey dashboard on the Wine Australia website.



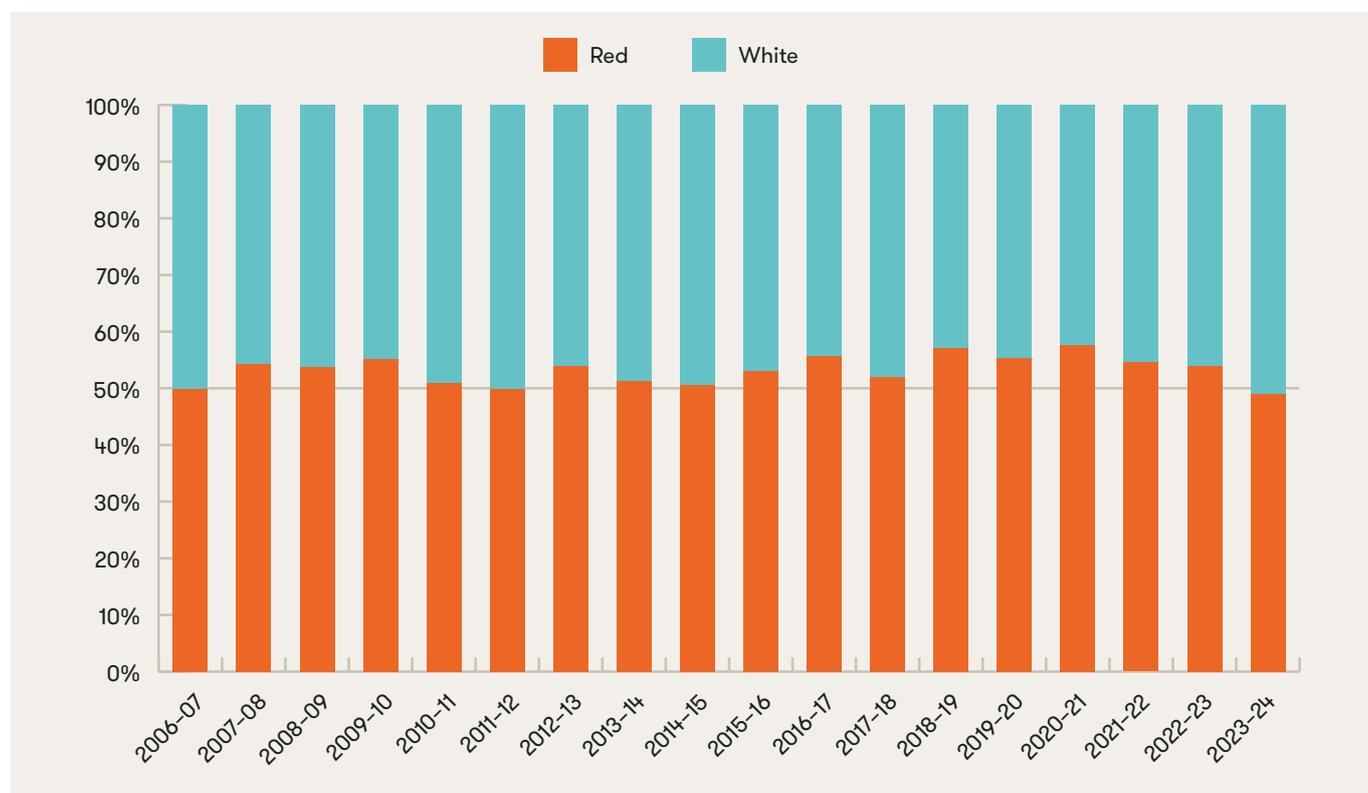
Wine production

Total Australian wine production from the 2024 vintage is estimated³ to be 1.04 billion litres, or 116 million 9-litre case equivalents. This is an 8 per cent increase compared with 2023 but is still the second-smallest reported production since 2006–07 and 16 per cent (nearly 200 million litres) below the 10-year average of 1.24 billion litres.

The overall increase of 8 per cent was the result of a 20 per cent increase in white wine production, partly offset by a 2 per cent decrease in red wine production. Red wine was 511 million litres – down 24 per cent from its 10-year average of 671 million litres, and white wine – despite the significant year-on-year increase – was still 6 per cent below its 10-year average of 567 million litres, at 531 million litres.

White wine's share of production increased by five percentage points from 46 per cent to 51 per cent, in line with its share of the crush. This was the first time since 2011–12 that the production of white wine has exceeded the production of red wine in Australia (Figure 3).

Figure 3: Australian share of wine production by colour over time



Source: Wine Australia Production, Sales and Inventory surveys

³ Estimate based on the annual Wine Production, Sales and Inventory survey – see Method section

Extraction rates for red and white wine were both similar to 2022-23, and slightly above their 10-year averages. The extraction rate for whites has generally been lower than for reds historically, but has been higher in the past three years and above its 10-year average for the past 4 years (Figure 4). This is despite two-thirds of the estimated 42 million litres of ‘other’ production being white, indicating that more white grapes have been diverted to ‘other’ wine products than reds⁴. These are not counted in the extraction rates.

Figure 4: National extraction rates by colour over time



Source: Wine Australia Production, Sales and Inventory surveys

Production volumes for sparkling and fortified wines are incorporated in the total red and total white wine figures. Sparkling wine production⁵ in 2023-24 is estimated to be 45 million litres, of which 85 per cent was white. Carbonated wine production is estimated to be 6 million litres, of which 92 per cent was white. Fortified wine production⁶ is estimated to be 11 million litres, of which 25 per cent was white. These wine styles are difficult to report accurately, as the volumes are relatively small, and they may not be able to be identified at the point that wine production is measured, if the end use is not known – or not recorded – at that time.

In addition to wine, it is estimated that a total of 42 million litres of ‘other products’⁷ was made from the 2024 crush in addition to wine. This is the same as estimated for last year.

- ⁴ Conversely, some red grapes may have been used to make white wine or wine products, which would raise the apparent extraction rate for white grapes.
- ⁵ Bottled and bulk fermented sparkling wine produced in the 2023-24 financial year
- ⁶ May also include wine from earlier vintage grapes
- ⁷ Wine products and wine-based beverages, juice and concentrate. Estimate is of the total volume including other ingredients.

Sales

Exports

The volume of Australian wine exported in 2023–24 was 619 million litres (69 million 9-litre case equivalents), almost identical to the 2022–23 figure of 621 million litres, and a 20-year low for a financial year⁸.

Still red and rosé exports (combined) increased by 4 per cent to 343 million litres, while still whites decreased by 5 per cent to 263 million litres (42.5 per cent of the total). The remainder (13 million litres) was made up of sparkling, fortified and other wine products, together accounting for 2 per cent of exports by volume and increasing by 1 per cent.

Red (including rosé) wine exports accounted for 55 per cent of the export volume, 2 percentage points higher than in 2022–23. This was driven by the re-commencement of exports to mainland China following the removal of import duties in late March 2024. The volume of exports to China grew from 1 million litres to 32 million litres in the 2023–24 financial year, almost all of which (96 per cent) was red table wine.

By contrast, both red and white wine volumes to the rest of the world declined – by 6 per cent and 5 per cent respectively (Figure 5).

Figure 5: Changes in Australian wine exports to mainland China and the rest of the world in 2023–24



Source: Wine Australia Licensing and Approval System

Sparkling wine (including carbonated) accounted for just 2 per cent of total exports (12 million litres) and increased by 1 per cent in 2023–24. ‘Other’ exports – ie fortified and dessert wine plus vermouth – accounted for less than 1 million litres (0.1 per cent of exports) and declined by 5 per cent in volume.

In addition to the above categories, wine products and wine-based beverages accounted for around 3 million litres of exports in 2023–24, a similar amount to that of recent years and less than 1 per cent of total exports.

⁸ Export data extracted from the Wine Australia Licensing and Approval system.

Domestic sales

The results of the Wine Production, Sales and Inventory (PSI) survey 2024 indicate that the volume of Australian wine sold domestically in 2023–24 was 457 million litres (51 million 9-litre cases), 1 per cent lower than in 2022–23 and 5 per cent below the 10-year average of 482 million litres. It was the second lowest since 2008–09.

Domestic wine consumption in Australia is declining. Based on the PSI survey results time series, consumption of Australian wine in Australia has declined by 9 per cent over the past 7 years (a compound average growth rate (CAGR) of -1.3 per cent) since reaching a peak of 500 million litres in 2016–17.

However, despite the decline, the Australian domestic wine market remains the largest single market for Australian wine, accounting for 42 per cent of total sales in 2023–24. This was the second-highest share for at least the past 20 years, after reaching 43 per cent last year.

Still red wine sales totalled 179 million litres in 2023–24, a decrease of 5 per cent compared with 2022–23, and 8 per cent below the 10-year average. Still white wine sales were 200 million litres, 3 per cent higher than in 2022–23 but still 5 per cent below the 10-year average.

Still white wine accounted for 44 per cent of sales, an increase of 2 percentage points, while red/rosé accounted for 39 per cent (down 2 percentage points) and sparkling, carbonated, fortified and ‘other’ wine products made up the remaining 17 per cent. The minor categories declined slightly compared with 2022–23.

Still red wine sales on the domestic market have historically been much lower than sales of white wine; however, the two began to converge from 2015–16 and were virtually equal for four years from 2017–18 to 2021–22. Since then, they have been moving apart again, and in 2023–24 the gap was similar to that in 2016–17 (Figure 6).

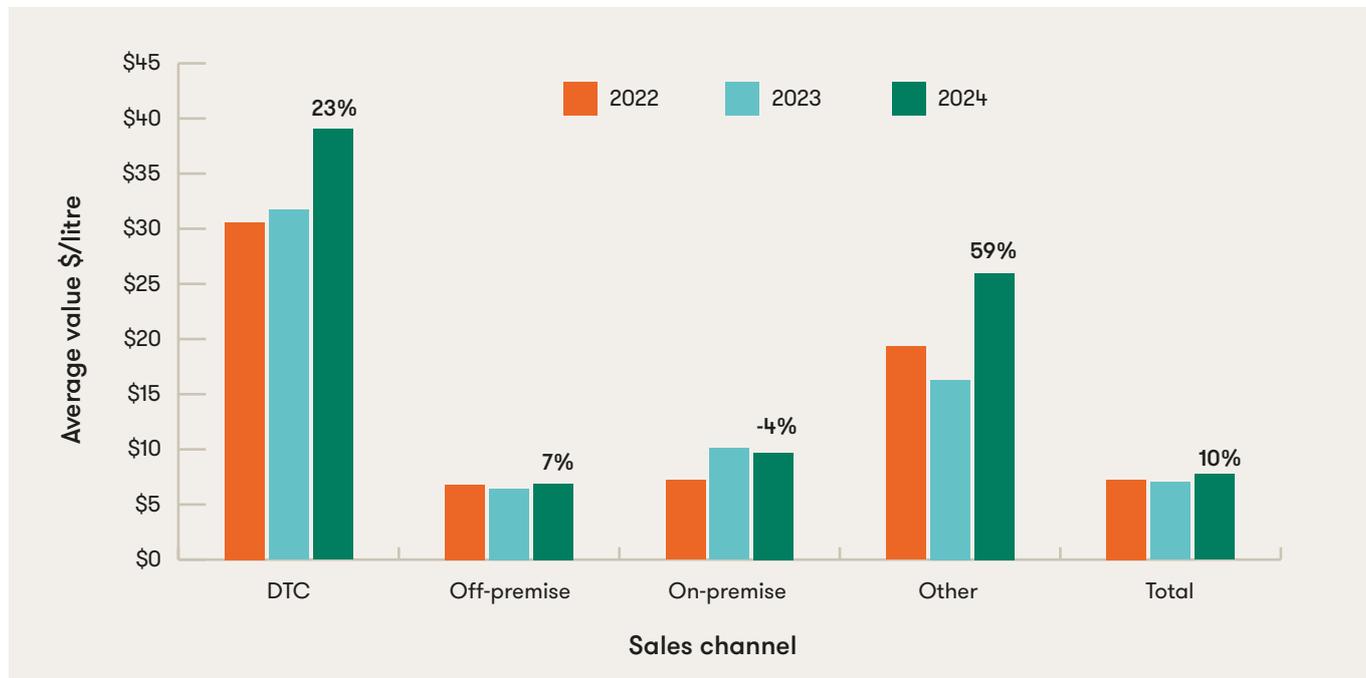
Figure 6: Sales of Australian still wine on the domestic market by colour over time



Source: Wine Australia Production, Sales and Inventory surveys and ABS

Based on the PSI survey results, the average value of domestic sales increased by 10 per cent to \$7.75 per litre in 2023–24. This was primarily driven by a strong increase in the average value of direct-to-consumer (DTC) sales, which increased by 23 per cent in average value (Figure 7). Sales to retailers in the off-trade increased by 7 per cent in value, driving most of the change as these sales accounted for 92 per cent of total sales volume.

Figure 7: Average value for domestic sales by channel and year-on-year change



Source: Wine Australia Production, Sales and Inventory surveys

It should be noted that a change in average value can represent a change in the mix of sales, rather than an increase in the value of the same product. The ‘other’ channel increased by 59 per cent in average sales, but this is a very small share of sales and likely to be disproportionately affected by changes in the respondent group and/or in the sales mix. It should also be noted that DTC sales are retail sales, whereas the other categories are wholesale sales (ie not directly to the end consumer). Taxes are not included.

The increase in average value, partly offset by the slight decrease in sales volume, resulted in a net overall increase of 9 per cent in total estimated domestic sales value to Australian winemakers, from \$3.25 billion in 2022–23 to \$3.54 billion. This amount is a mix of wholesale and retail value.



Total sales

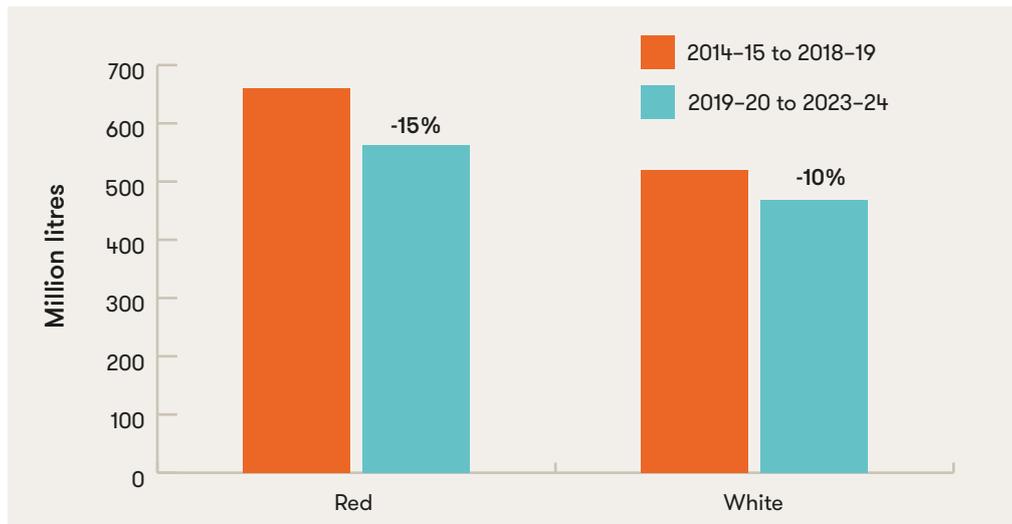
The total sales volume of Australian wine in 2023–24 was 1.08 billion litres (120 million 9-litre cases), a reduction of just over 8 million litres (-0.7 per cent) compared with 2022–23, and 11 per cent below the average for the past 10 years of 1.21 billion litres. Domestic sales made up 42 per cent of total sales, down by 1 percentage point from the previous year and 5 percentage points higher than in 2017–18, when exports were at their peak.

Red (including rosé) wine sales accounted for a total of 522 million litres, an increase of 3 million litres (1 per cent) compared with 2022–23 and 15 per cent below the 10-year average of 616 million litres. Red's share of total sales increased slightly, as a result of the increase in export sales.

White wine sales accounted for 463 million litres (43 per cent of total sales volume), a decrease of 9 million litres (2 per cent) and 8 per cent below the 10-year average. The overall decline was driven by a decrease of 14 million litres in export sales, partly offset by a 5 million litre increase in domestic sales.

Sales of both red and white wine have been on a declining trend over the past 10 years. For white wine, the average for the latest five-year period including 2023–24 is 468 million litres, compared with 520 million litres for the five years before that. For red wine, the average for total sales comparing the same two time periods has decreased by even more: down 15 per cent from 661 million litres to 563 million litres – see Figure 8.

Figure 8: Average total Australian sales volume for red and white over successive 5-year periods and percentage change



Source: Wine Australia Production, Sales and Inventory surveys

Sparkling wine sales accounted for 7 per cent of total sales (72 million litres) and decreased by 2 per cent, while fortified and 'other' accounted for 2 per cent of sales (20 million litres) and decreased by 1 million litres (3 per cent).

The total revenue to Australian wine producers from export and domestic sales is estimated to be \$5.73 billion, an increase of 12 per cent compared with the previous year, driven by a combination of the 17 per cent increase in export value and 9 per cent increase in domestic sales value. Domestic sales accounted for 62 per cent of the value of sales to winemakers, compared with 64 per cent in 2022–23.

Total sales exceeded production in 2023–24 for the second year in a row. The combined shortfall from the past two years is estimated to be 155 million litres, or around 12 per cent of the average annual production over the past 10 years.



Inventory

Current stock levels

Based on the responses to the PSI survey in 2024, the national inventory of Australian wine as at 30 June 2024 is estimated to be 1.96 billion litres⁹, a decrease of 228 million litres (10 per cent) compared with the same time last year and very close to the 10-year average of 1.94 billion litres.

All categories decreased, except for fortified and other, which increased by 24 per cent but only accounted for 8 per cent of the inventory. Red and rosé wine accounted for most of the reduction in volume, decreasing by 183 million litres (14 per cent), while white wine decreased by 67 million litres (10 per cent). Sparkling wine decreased by 11 per cent (8 million litres).

The decrease in red wine inventory, falling to 1.11 billion litres, saw it return in line with the 10-year average (also 1.11 billion litres) and the lowest since 2019–20, following two years of well below average wine production. However, it is worth noting that the 10-year average prior to 2020–21 was 991 million litres, arguably more representative of normal levels prior to the record 2021 vintage. Compared with that figure, the 2023–24 figure is still 12 per cent higher.

White wine inventory decreased to 621 million litres, 8 per cent below the 10-year average and the lowest since 2013–14.

⁹ The decrease in estimated inventory based on survey responses is greater than the theoretical decrease based on the 34 million litre difference between production and sales. See method section for more information on the variation between these figures.

Stock-to-sales ratio

The stock-to-sales ratio (SSR) is the amount of wine held in stock relative to a year of sales. An SSR of 1.5 means the amount of wine held in stock is the equivalent of 1.5 years' worth of sales.

If the ratio is too high, there is too much wine in stock, putting pressure on winery capacity and reducing demand for grapes. If the ratio is too low, it suggests a shortage of wine, which tends to mean increased demand, putting upward pressure on wine and grape prices.

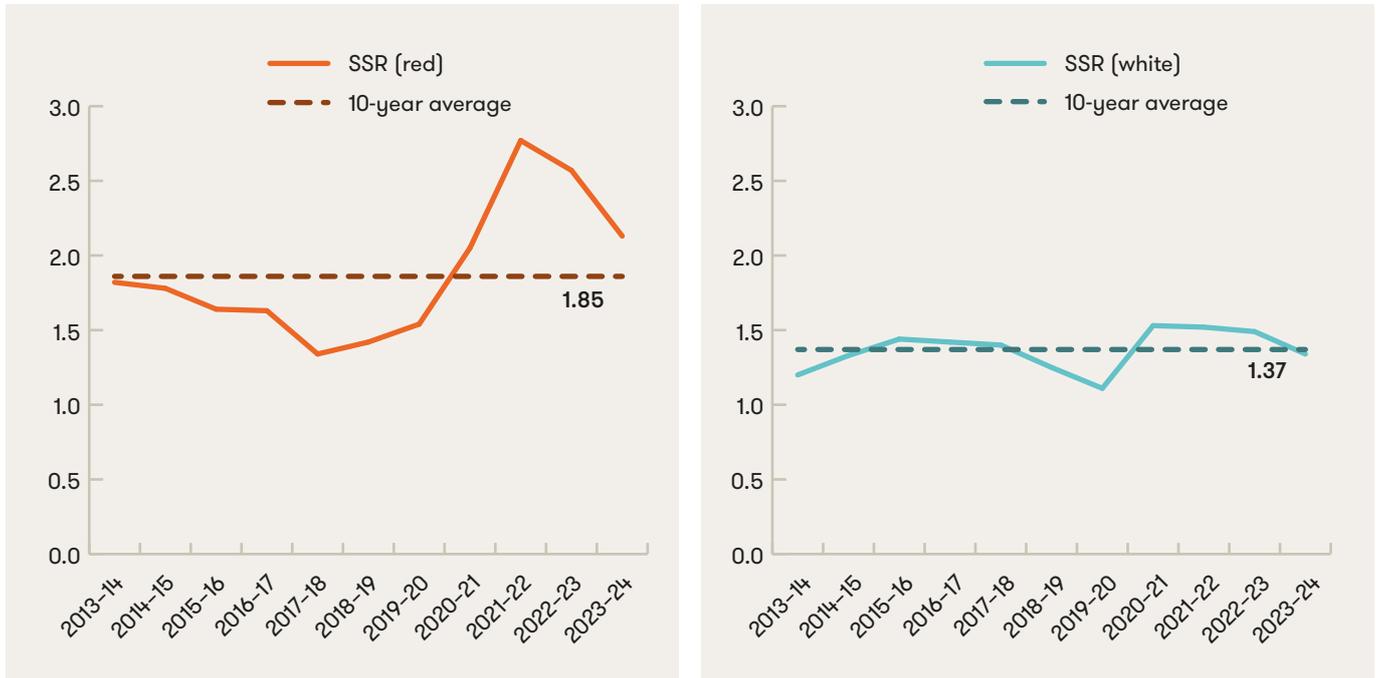
After reaching a record of 2.13 in 2021-22, the overall national SSR has declined by 14 per cent across the past two years to be 1.82 in 2023-24. While this is a big decline, the SSR is still 12 per cent above the 10-year average of 1.63, representing approximately 200 million litres more stock on hand than if the SSR were at the 10-year average.

Red wine accounts for the continued elevation, with its SSR being 15 per cent above the 10-year average despite falling by 15 per cent in 2023-24 from 2.50 to 2.13 (Figure 9). This indicates that more than 2 years' worth of red wine sales is held in tanks in total – 144 million litres more than if the SSR were at the 10-year average for red wine.

Conversely, the SSR for white wine fell by 8 per cent to 1.34, which is 2 per cent below its 10-year average of 1.37 (Figure 9), indicating slightly less stock on hand than average and a margin of only around 3 months' of sales above annual turnover.

The charts indicate that white wine is generally in balance, with no significant shortfall of wine in stock. However, in the case of reds, there still appears to be a large stock overhang despite lower production in the past two years.

Figure 9: Stock-to-sales ratios for red and white wine over time



Source: Wine Australia Production, Sales and Inventory surveys

Inventory changes over time

Production and sales have been relatively consistent, and closely aligned, for most of the past 20 years. The average production for the 10 years from 2010–11 to 2019–20 is estimated to be 1.21 billion litres, while average sales over the same period is estimated to be 1.24 billion litres.

However, in 2020–21 and 2021–22, production averaged nearly 1.4 billion litres, exceeding sales by an average of 200 million litres per year and creating a significant and sudden increase in inventory. Over the two years since then, production has fallen to just over 1 billion litres on average, while sales have averaged 1.08 billion litres, creating a small net shortfall in each year. This, combined with the diversion of some stocks to other purposes, has led to the national inventory decreasing to a level that is well below its peak, and estimated to be only around 4 per cent higher than it was at the start of the 2005–06 year (Figure 10).

Figure 10: Changes in total wine inventory over time



Source: Wine Australia Production, Sales and Inventory surveys

While this is a better overall position in terms of stock levels, it does not take into account differences between red and white, or variations between regions. An oversupply in one region may be counterbalanced at a national level by an undersupply in another, but in reality, the wine is not interchangeable.



Outlook

Demand

The consistent theme of declining alcohol consumption around the world, particularly affecting wine, has continued this year. IWSR reports that total beverage alcohol consumption declined by 3 per cent in the first half of 2024, compared with the first half of 2019. Wine, despite accounting for a smaller share of serves globally, declined by the most: down 20 per cent in that timeframe.

Declining global wine consumption is principally the result of three major trends: an overall health/moderation trend leading to a general decrease in alcohol consumption, increased competition from other drink categories (particularly ready-to-drink (RTDs) and cocktails), and increased cost-of-living pressures and/or economic downturns reducing consumer spending in many countries.

The OIV¹⁰ estimates that world wine consumption in 2023 was 22.1 billion litres – the lowest recorded volume since 1996. OIV figures show that wine consumption has declined fairly steadily since 2018, and in 2023 was 10 per cent lower than in 2018. This equates to a loss of over 2 billion litres, nearly double Australia's total production in 2024.

The OIV attributes this decline in consumption principally to a decrease in China's wine consumption, lockdown measures related to COVID-19 negatively impacting several global markets – particularly those with a high share of on-premise consumption, and geopolitical tensions relating largely to the war in Ukraine, leading to cost increases and price rises.

China's volume of imported wine from all countries dropped from 745 million litres in 2017 to 250 million litres in 2023–2024. Despite the lifting of the duties on Australian packaged wine into this market in March 2024, the opportunity is likely to be much smaller than it was at its peak in 2017–18, when it reached 176 million litres of almost entirely red wine. The volume of Australian wine exported to mainland China in the 12 months to September 2024¹¹ was 59 million litres; however, while this is an extremely positive sign since the resumption of trade in April 2024, it is likely to represent the re-stocking of Australian wine in the pipeline of a major market after a long absence and does not necessarily equate to retail sales. It will take some time before there is a clearer picture of how Chinese consumers are responding to the increased availability of Australian wine in-market.

Meanwhile, tight global economic conditions, political uncertainty and moderation trends are likely to continue in the near future. IWSR forecasts that global wine consumption will decline by 4 per cent over the five years from 2024 to 2028.

According to IWSR, opportunities for export growth exist in some markets, including the United States – particularly for premium wine; Scandinavian markets – particularly for wines with sustainability credentials; and the United Arab Emirates – particularly for sparkling and premium wines. On the other hand, headwinds particularly around the rising cost of living, economic slowdowns and regulatory changes have seen declines across APAC markets, while most of Europe is also affected by high inflation and living costs¹².

In Australia, wine consumption is declining overall, although regular wine drinkers are increasing their frequency of consumption. The key trends of moderation, competition from other categories and financial constraints are playing out in this market, particularly with the younger demographics. IWSR forecasts that volume will decline by just under 1 per cent per year for the next five years, while imported wine is expected to increase its share by 1 percentage point, over the same timeframe.

Overall, the outlook for growth in demand for wine is extremely soft.

¹⁰ International Organisation of Vine and Wine

¹¹ The market was effectively only open for 6 months during this period

¹² IWSR Global Compass report 2024

Supply

In terms of global supply, the OIV estimates that the 2024 vintage will be even lower than in 2023, which itself was the lowest since 1961 and was described by OIV as ‘one of the most significant declines witnessed in recent history.’¹³ It was attributed to ‘a confluence of adverse climatic events’.

The preliminary estimate for production in 2024 is 23.1 billion litres¹⁴, a further 2 per cent below the 2023 figure. While this definitely represents an easing of global supply, it is still likely to exceed consumption, and rather than reflecting a reduction in the supply base, it is largely a result of climatic factors, as was the case in 2023. According to the OIV, global vineyard area only declined by 0.5 per cent in 2023.

In Australia, there has been no measure of total national vineyard area since 2019. However, in South Australia, which accounts for approximately half of the supply base, vineyard area is recorded by Vinehealth Australia and reported in the annual SA Winegrape Crush Survey. This report shows that total vineyard area decreased by just 2 per cent (less than 1500 hectares) between 2021 and 2024.

Looking ahead to vintage 2025

The alignment of sales and production again in the past two years is based on a reduced level of both production and sales – equal to around 1 billion litres or 1.4 million tonnes. Production has fallen by 200 million litres (16 per cent) compared with the 10-year average, while sales have fallen by 129 million litres (11 per cent) from the 10-year average. The fall in production has been driven by a reduction in the crush, rather than a reduction in the supply base (area of vineyards). This means that the potentially available supply of grapes exceeds demand, which serves to keep grape prices depressed, and if yields are not managed, there is the potential for a crush of more than 1.4 million tonnes, which would again see an over-supply and an increase in stocks, unless there is a corresponding increase in sales. This is a particular concern for reds, where the stock-to-sales ratio is still well above the long-term average.



¹³ OIV State of the world vine and wine sector in 2023 (April 2024)

¹⁴ OIV World wine production outlook (November 2024)

Historic wine production sales and inventory statistics

		2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Red												
Crush	(thousand tonnes)	832	861	958	1100	920	934	849	1151	959	710	705
Extraction rate	(litres per tonne)	703	703	715	697	717	726	720	734	743	729	724
Wine production	(million litres)	609	602	690	764	663	684	612	854	713	519	511
Red share of total production	(percentage)	51	51	53	56	52	57	56	58	55	54	49
Inventory	(million litres)	1014	1027	1010	1085	990	990	997	1242	1440	1295	1112
Exports (still wine)	(million litres)	385	406	424	465	530	483	440	412	343	331	343
Domestic sales (still wine)	(million litres)	182	183	191	202	208	212	206	194	176	188	179
Total sales (still wine)	(million litres)	567	589	615	667	738	695	646	607	519	519	522
SSR	(years)	1.82	1.78	1.64	1.63	1.34	1.42	1.54	2.05	2.77	2.50	2.13
White												
Crush	(thousand tonnes)	843	854	892	898	849	777	694	855	775	604	722
Extraction rate	(litres per tonne)	725	693	692	680	715	653	713	727	766	734	736
Wine production	(million litres)	578	589	609	609	611	514	495	628	594	444	531
Inventory	(million litres)	615	677	743	739	731	643	544	706	690	689	621
Exports (still wine)	(million litres)	297	304	292	296	307	306	280	263	268	277	263
Domestic sales (still wine)	(million litres)	230	223	225	224	215	208	210	199	185	195	200
Total sales (still wine)	(million litres)	526	527	518	520	522	515	490	463	453	472	463
SSR	(years)	1.20	1.33	1.44	1.42	1.40	1.25	1.11	1.53	1.52	1.46	1.34
Total												
Crush	(thousand tonnes)	1674	1715	1850	1998	1769	1711	1543	2005	1734	1315	1427
Extraction rate	(litres per tonne)	713	698	704	690	716	691	717	731	753	732	730
Wine production	(million litres)	1186	1191	1299	1374	1274	1197	1090	1482	1307	964	1042
Inventory (table wine)	(million litres)	1629	1704	1752	1824	1721	1633	1541	1948	2130	1984	1734
Inventory (total*)	(million litres)	1785	1850	1905	1970	1876	1769	1701	2103	2271	2190	1961
Exports (table wine)	(million litres)	682	710	716	761	837	789	719	675	611	608	606
Exports (sparkling and fortified)	(million litres)	14	14	13	17	15	12	11	18	15	13	13
Domestic sales (still wine)	(million litres)	411	406	416	426	423	420	416	394	362	383	379
Domestic sales (sparkling and fortified)	(million litres)	75	74	73	74	74	74	75	81	79	81	79
Total sales *	(million litres)	1182	1204	1218	1278	1349	1295	1221	1167	1066	1085	1077
SSR	(years)	1.51	1.56	1.56	1.54	1.39	1.37	1.39	1.80	2.13	2.02	1.82

* includes fortified, sparkling and wine products



Explanatory notes

Survey method

Wine Production, Sales and Inventory Survey 2024

Wine Australia's Wine Production, Sales and Inventory survey 2024 was sent to the top 40 wineries based on grape crush size in 2024. The survey was conducted in October 2024.

Wine Australia received responses from 32 wineries, including 18 of the top 20 by volume, accounting for an estimated 77 per cent of the total grape crush in 2024 (but only an estimated 61 per cent of domestic sales). While the data accounts for a substantial share of the Australian wine production and sales, it is not representative of smaller wine business models and is likely to under-state the average sales value for the whole wine sector. Estimates of production relating to sparkling wine, fortified wine and other products are considered to be less reliable than estimates of total still white and red wine production.

Other data sources

In addition to the survey results, a number of other data sources are used to inform the final figures, including: Australian Bureau of Statistics, Circana (formerly IRI MarketEdge), Growth Scope, IWSR, Dept of Agriculture, Fisheries and Forestry (Levies Revenue Service), OIV and Wine Australia.

Notes on calculations

Extraction rates

Extraction rates are calculated as beverage wine produced divided by total tonnes crushed (excluding any juice sold and including any juice purchased to make wine). Wine-based beverages and other grape products are excluded from the calculation of extraction rates.

Wine production

Wine production is estimated by calculating the share of the total crush¹⁵ represented by the survey respondents, and raising the reported wine production figure for the survey respondents by the remaining share, i.e. the respondents are assumed to account for the same share of production as they do of the crush.

¹⁵ as reported in the *National Vintage Survey 2024*

Domestic sales volume

The method used in this report for producing estimates of domestic market consumption relies on combining survey results with external data from market research companies IWSR and Circana relating to retail sales (because the survey results only provide around 50 per cent coverage of domestic sales and are biased towards larger wineries and commercial retail sales). In 2024, Circana updated their estimate of the size of the domestic off-trade (ie retail sales) based on a change to their method of market weighting. Their new estimate for wine sales is significantly higher than their previous estimate, while shares of red vs white and average value have also changed. This has resulted in an adjustment to the Wine Australia estimate for total Australian wine sales on the domestic market in 2022–23, which has increased from 444 million litres to 464 million litres (a 5 per cent increase). Earlier years have not been restated.

Domestic sales value

Domestic sales value is based on winemaker receipts comprising mostly wholesale transactions but also cellar door and direct sales and is therefore a mix of wholesale and retail prices (excluding GST and WET). Total domestic sales value has been estimated by multiplying the average value per litre (calculated from the survey results) by the total estimated sales volume.

Exports

Export sales figures are obtained from the Wine Australia Licensing and Approval System, which records the volume and value of all exported shipments of Australian wine over 100 litres.

Inventory

The inventory figures published in this report are obtained from the survey, with a raising factor applied based on the respondents' share of the crush.

The calculated figure has been validated by checking the balance calculation (*production minus sales equals change in inventory*). While the alignment is not perfect due to a number of variables such as change in use of red grapes to white wine, production of sparkling and fortified from different vintage grapes and allowance for process losses and wastage etc., overall it is within 10 percent of the reported figure.

The theoretical difference does not take into account diversion of wine for other purposes, or losses during packaging or storage. The reported estimate is also subject to inaccuracies due to incomplete coverage, differences in the respondent group from year to year, potential errors in estimates of domestic sales volume and other factors. However, the method is consistent from year to year and provides a reliable indication of changes over time.

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