

Australian wine sector at a glance

December 2024

Grape and wine production

5th largest wine producer in the world



Total vineyard area in Australia 2019	146,244 ha
South Australia (52%)	76,292 ha
New South Wales (24%)	34,641 ha
Victoria (15%)	22,151 ha
Western Australia (7%)	10,784 ha
Tasmania (1%)	1,702 ha
Queensland (0.5%)	674 ha

Total winegrape crush 2024 (estimated tonnes)	1.32 million tonnes
Chardonnay (23%)	332,643 tonnes
Shiraz (21%)	297,868 tonnes
Cabernet Sauvignon (11%)	153,644 tonnes
Sauvignon Blanc (6%)	89,120 tonnes
Merlot (5%)	75,560 tonnes

Total wine production 2023-24	1042 million litres
White (51%)	531 million litres
Red (49%)	511 million litres

Wine businesses 2023-24

Contribute over \$45.5 billion annually to the Australian economy



Wine regions	65
Wineries	2156
Grapegrowers	approx. 6000
Employees (full and part-time)	163,790

Australian wine exports 2023-24

5th largest wine exporter in the world



Total wine export value	\$2.19 billion
China mainland (18%)	\$400 million
USA (16%)	\$356 million
UK (16%)	\$353 million
Hong Kong (13%)	\$275 million
Canada (7%)	\$146 million

Total wine export volume	619 million litres
Red and rosé (55%)	343 million litres
White (42%)	263 million litres
Sparkling, carbonated, fortified (2%)	13 million litres

Domestic wine market 2023-24

12th largest wine market by volume



Total domestic wine market	540 million litres
Australian wine (85%)	457 million litres
Imported wine (15%)	83 million litres

Top-selling Australian still wine varieties in off-trade market by value

Shiraz	21%
Sauvignon Blanc	11%
Chardonnay	10%
Cabernet Sauvignon	9%
Pinot Grigio	5%