

# Wine Australia for Australian Wine

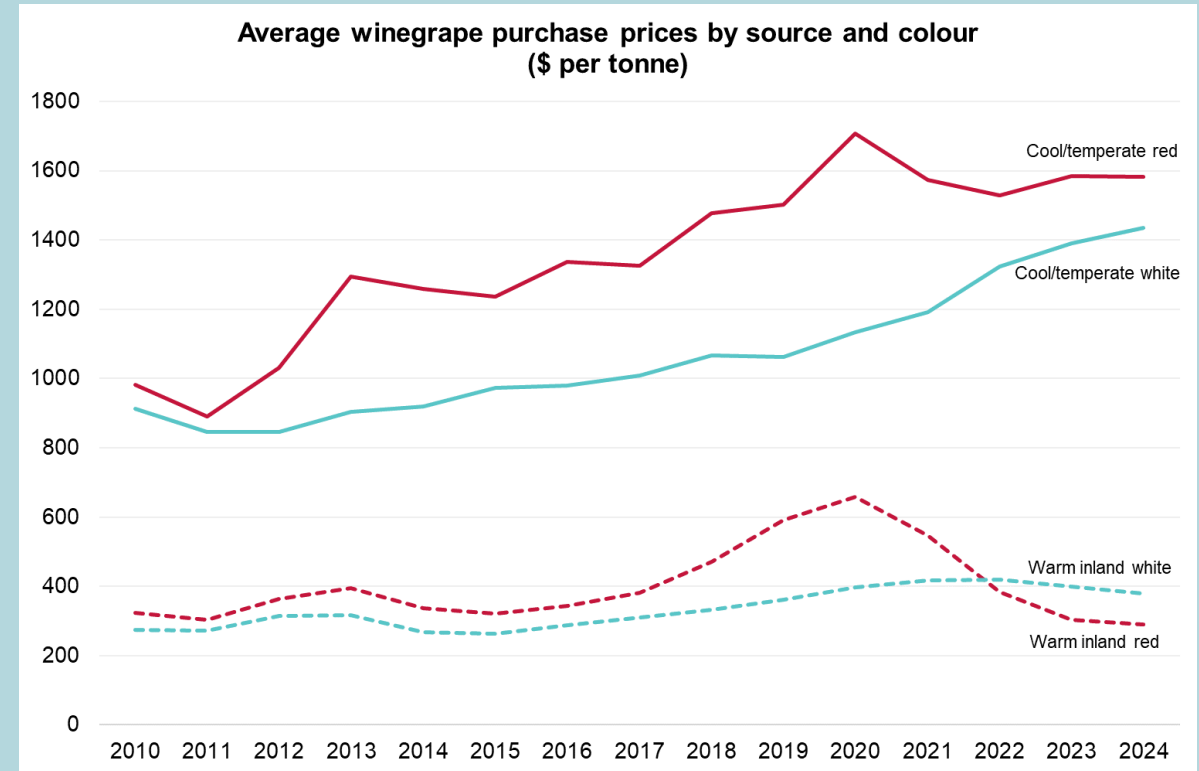
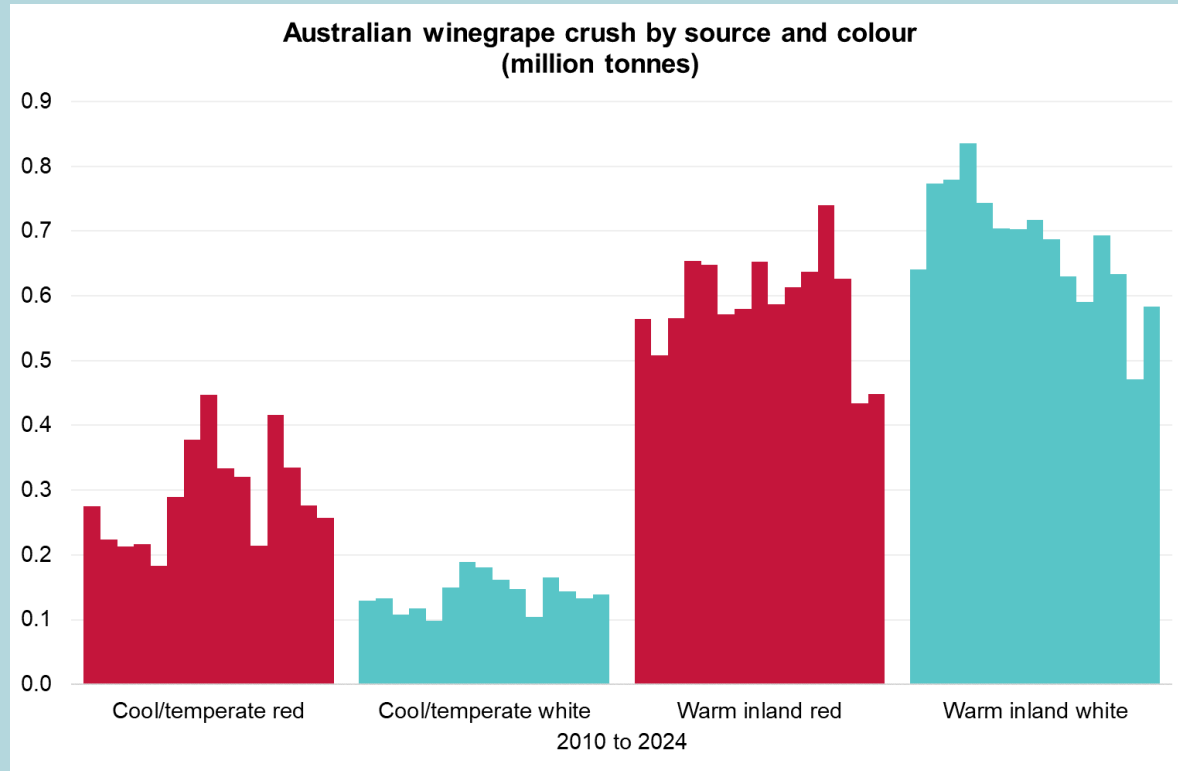
**Vintage 2024**

**Export Report 2023-24**

[market.insights@wineaustralia.com](mailto:market.insights@wineaustralia.com)

[ned.hewitson@wineaustralia.com](mailto:ned.hewitson@wineaustralia.com)

# Vintage 2024 – national snapshot

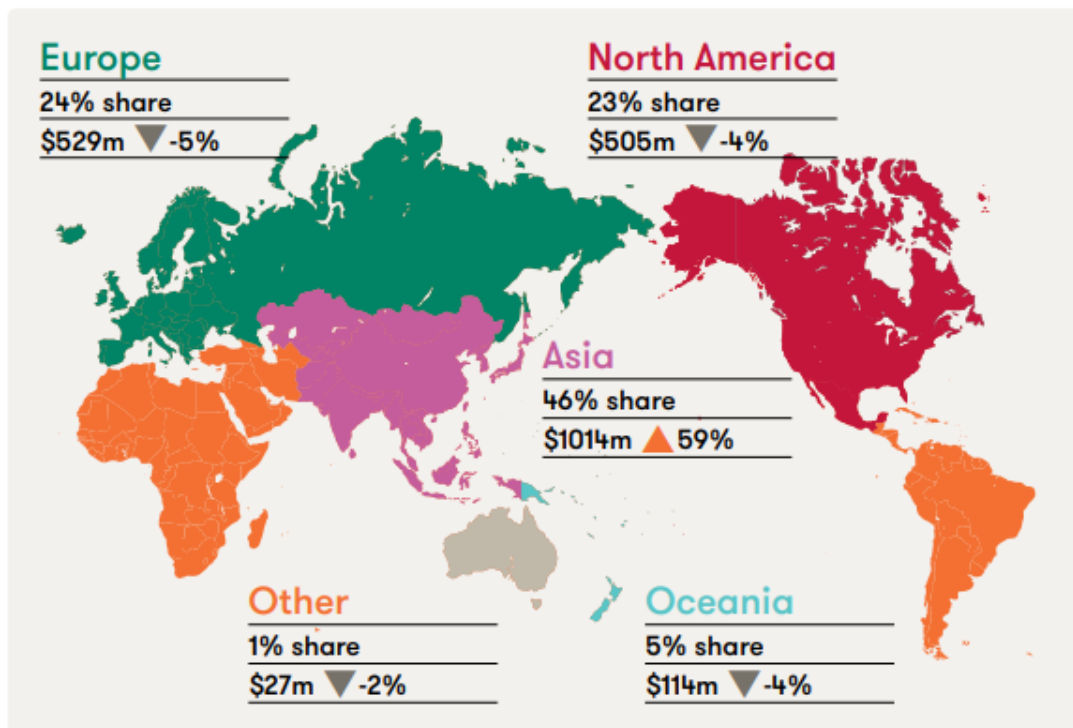


Source: Wine Australia

# Export Report

1 July 2023 to 30 June 2024

Total value	<b>\$2.19b</b>	<b>▲ 17%</b>
Total volume	<b>619m litres</b>	<b>▼ -0.2%</b>
Average value	<b>\$3.53/litre</b>	<b>▲ 18%</b>



## Exports by price point (value)

\$10.00 +	\$952m ▲ 53%
\$7.50-\$9.99	\$105m ▼ -7%
\$5.00-\$7.49	\$184m ▼ -1%
\$2.50-\$4.99	\$502m ▲ 4%
< \$2.50	\$447m ▼ -3%

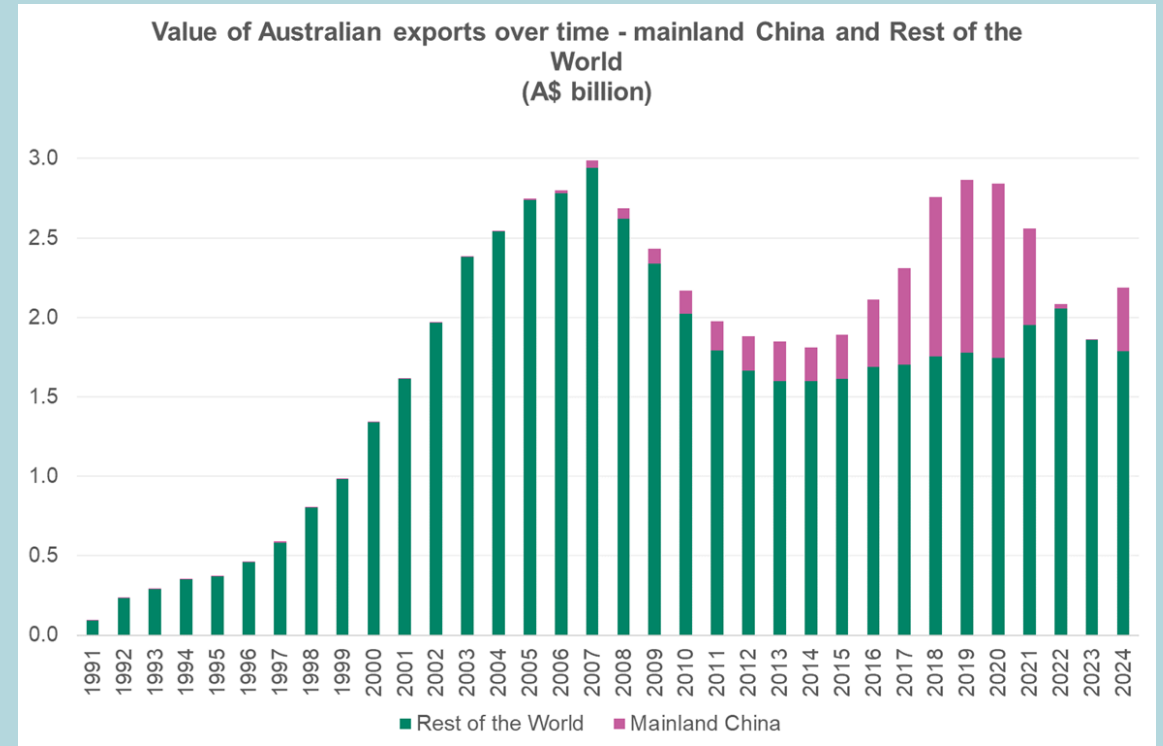
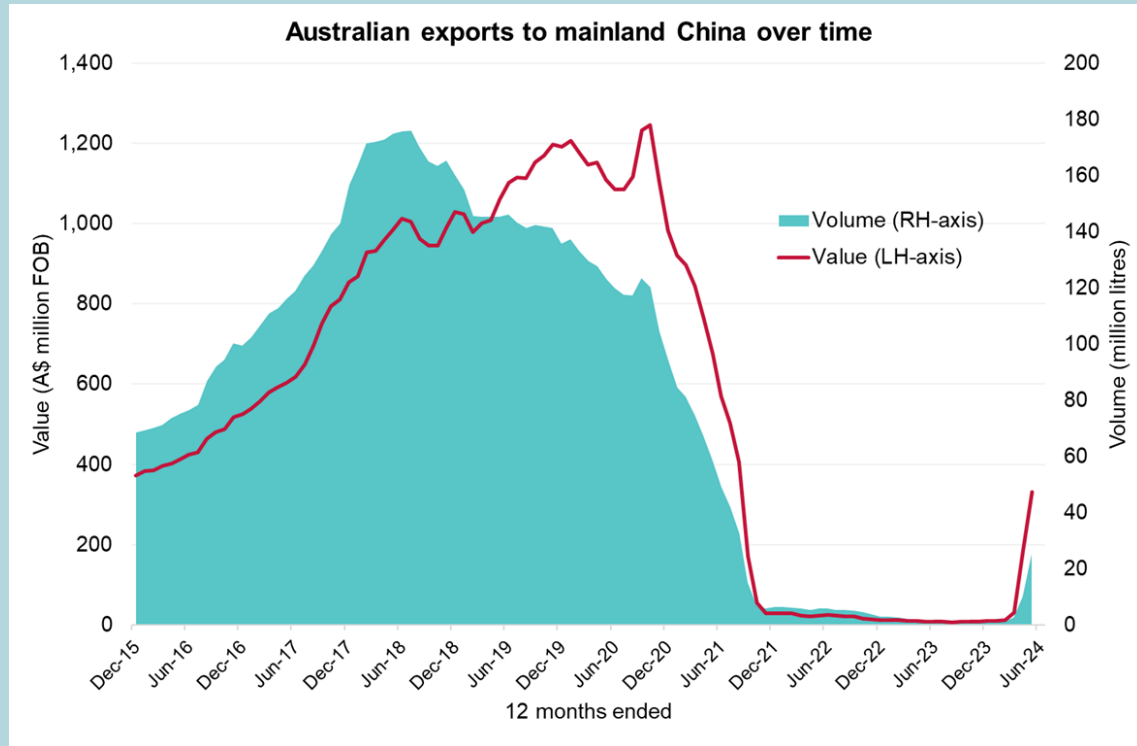
## Top 5 export destinations (value)

Mainland China	\$400m ▲ ++
United States	\$357m ▼ -1%
United Kingdom	\$353m ▼ -3%
Hong Kong	\$275m ▲ 25%
Canada	\$146m ▼ -11%

## Top 5 export varieties (litres)

Shiraz	152m ▲ 4%
Chardonnay	145m ▼ -7%
Cabernet Sauvignon	90m ▲ 0%
Pinot Gris/Grigio	45m ▲ 9%
Merlot	40m ▼ 0%

# China (12 months to 30 June 2024)



Source: Wine Australia