

Export Report

1 January 2024 to 31 December 2024

Total value	\$2.55b	▲ 34%
Total volume	649m litres	▲ 7%
Average value	\$3.93/litre	▲ 26%

Europe

20% share
\$521m ▼ -4%

North America

19% share
\$482m ▼ -5%

Asia

55% share
\$1397m ▲ 98%

Other

1% share
\$32m ▲ 52%

Oceania

5% share
\$116m ▲ 1%





Exports by price point (value)

\$10.00 +	\$1222m	▲ 78%
\$7.50-\$9.99	\$128m	▲ 30%
\$5.00-\$7.49	\$226m	▲ 32%
\$2.50-\$4.99	\$526m	▲ 8%
< \$2.50	\$446m	▼ -1%

Top 5 export destinations (value)

	Mainland China	\$907m	▲ ++
	United Kingdom	\$352m	▼ -3%
	United States	\$325m	▼ -10%
	Hong Kong	\$171m	▼ -42%
	Canada	\$156m	▲ 9%

Top 5 export varieties (litres)

	Shiraz	175m	▲ 25%
	Chardonnay	137m	▼ -8%
	Cabernet Sauvignon	101m	▲ 15%
	Pinot Gris/Grigio	41m	▼ -14%
	Merlot	40m	▲ 2%



58%

of wine produced
is exported



119

export
destinations



1,788

active
exporters



21,596

different products
exported



16.6 million

glasses of Australian wine
enjoyed overseas each day