

- Australia has approximately 2,000 wine companies and the sector employs an estimated 31,000 people. There are 169,000 hectares under vine. The total grape crush in 2006 was 1.901 million tonnes.
- Wine sales within Australia have grown steadily over the past decade by up to 4% a year. In 2005/06 Australians consumed about 430 million litres of wine with a wholesale value of \$A1.9 billion.
- Average wine consumption in Australia has increased over the past decade to 22.5 litres per person a year, while beer consumption per person is declining.
- Wine is third on the list of Australian agricultural exports after meat and wheat. As an export earner, wine is more valuable than wool, milk and cream, and barley.
- Australia is the world's sixth largest wine producer, as at 2006 (behind France, Italy, Spain, US and Argentina) and the fourth largest exporter. Australian wine is enjoyed in more than 100 countries.
- Exports reached a record A\$3.02 billion in July 2007.
- In 2006 Australia was the number one supplier of imported wine in the UK, Ireland, Singapore and New Zealand and second in the USA and Canada. The UK and USA markets are worth nearly a billion dollars each to Australia.
- Australia is the leading supplier of the UK off-premise market, holding a 20% share in 2005/06 by volume, with multiple grocers continuing to dominate.
- Australia remains the largest supplier of the Irish market with 26% market share by volume in 2005/06. Volume and value growth have closely matched each other, evidenced by the fact that Australia is the largest supplying country at all price points above €7.50.
- Australian wine sales in the US topped 24.5 million cases in 2006. The US accounted for 27.6% of Australia's wine shipments by volume and just over 32% by value in 2006-07.
- Australia was the third largest supplier of the Canadian market in 2005/06 with about 13.8% of the market, behind France (17.1%) and Italy (14.9%).
- Continental Europe is Australia's third biggest market after the UK and the US. Australian exports to Continental Europe rose 15% by volume in 2006-07, to 134 million litres, and 15% by value to \$343 million.
- Australian exports to Japan have reached new heights in the past three years, with sales just exceeding one million cases in 2006 and volume growth of 23% in the first half of 2007.
- In the last 12 months, Australian bottled wine shipments to China have increased 5% in value per litre to \$5.51/L, and bottled wine now represents 38% of total exports to China.