

Wine Australia providing insights on Australian Wine

Variety snapshot 2021 - Shiraz

Variety	Shiraz	
Colour	Red	

Plantings

Source: ABS 2015	Shiraz	All varieties
Area planted in Australia (hectares)	39,893	135,133
Percentage of total area	29.5%	
Percentage of red varieties	46.0%	

Crush

Source: National Vintage Survey 2021	Shiraz	All varieties
Tonnes crushed in 2021	538,402	2,028,428
Percentage of total crush	26.5%	
Percentage of red crush	46.3%	

Top five regions % of total crush	Shiraz	All varieties
Riverland	32%	31%
Riverina	13%	17%
Murray Darling - Swan Hill VIC	12%	12%
Barossa Valley	8%	3%
Murray Darling - Swan Hill NSW	6%	10%
Others	29%	26%

Exports

Source: Wine Australia Wine Export Approval System 2020-21

Exports by variety content	Shiraz	All varieties
Export volume ('000 litres)	190,008	693,082
Export value (\$'000 FOB)	943,235	2,561,055
Share of export volume	27.4%	
Share of export value	36.8%	

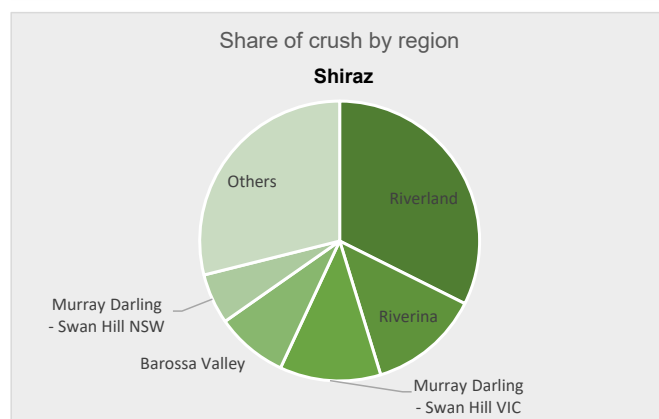
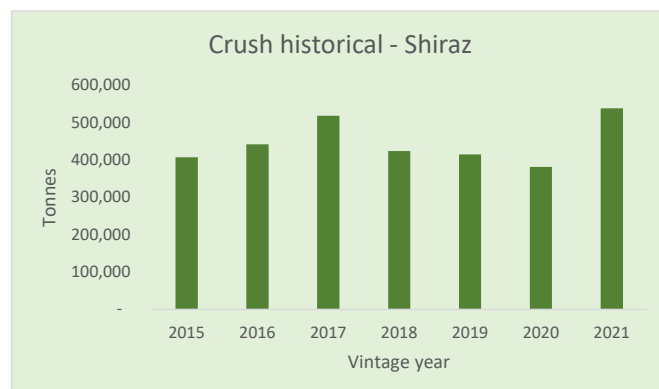
Label claim exports (packaged only)

	Shiraz and Shiraz blends	All bottled wine exports
Total exports ('000 litres) in 2020-21	81,087	278,151
Change in volume from 2019-20	↓ -28%	↓ -16%
Total export value (\$'000 FOB) in 2020-21	738,152	1,983,839
Average value per litre	\$9.10	\$7.13

Top five export destinations and share of exports by value	Shiraz and Shiraz blends	All packaged wine exports
China mainland	40%	29%
Hong Kong	9%	9%
USA	8%	17%
Canada	8%	8%
UK	7%	8%
Others	29%	29%

Top five varietal label claims by value with Shiraz in the name

Shiraz
Shiraz, Cabernet Sauvignon
Shiraz, Cabernet
Shiraz, Mataro
Shiraz, Grenache, Mataro



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