

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Shiraz

Variety	Shiraz
Colour	Red

Plantings

Source: ABS National Vineyard Survey 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 2020	Shiraz	All varieties
Tonnes crushed in 2020	375,618	1,520,608
Percentage of total crush	24.7%	
Percentage of red crush	44.9%	

Top five regions % of total crush	Shiraz	All varieties
Riverland	35%	34%
Riverina	16%	20%
Murray Darling - Swan Hill VIC	13%	12%
Barossa Valley	5%	2%
McLaren Vale	5%	2%
Others	26%	31%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Shiraz	All varieties
Export volume ('000 litres)	208,251	729,712
Export value (\$'000 FOB)	1,135,726	2,839,993
Share of export volume	28.5%	
Share of export value	40.0%	

Label claim exports (packaged only)	Shiraz and Shiraz blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	113,242	332,592
Change in volume from 2018-19	↓ -12%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	967,631	2,321,680
Average value per litre	\$8.54	\$6.98

Top five export destinations and share of exports by value	Shiraz and Shiraz blends	All packaged wine exports
China mainland	58%	45%
USA	7%	15%
Canada	6%	7%
UK	5%	7%
Hong Kong	4%	4%
Others	21%	23%

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

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

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