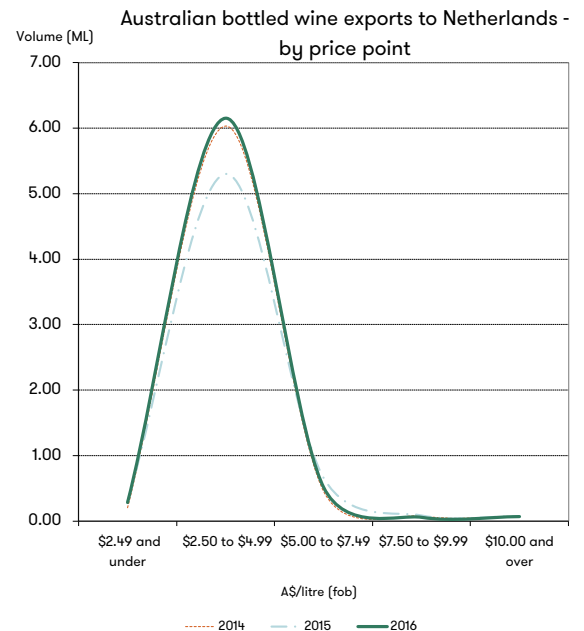
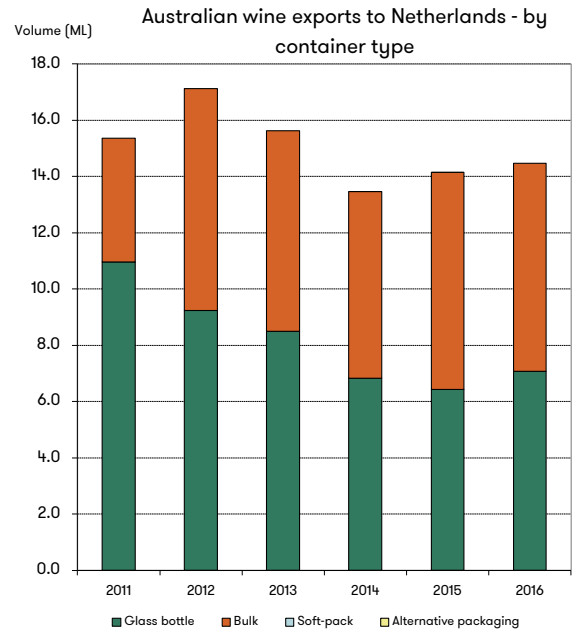


## AUSTRALIAN WINE EXPORT MARKET SNAPSHOT - NETHERLANDS - year ended December 2016

### Key Statistics

	NETHERLANDS		World
<b>Size</b>			
Volume	ML	14	750
Value	A\$M (fob)	31	2 220
Unit value	A\$/litre (fob)	2.16	2.96
Share of Australian export volume	%	2	100
Share of Australian export value	%	1	100
<b>Growth</b>			
1 year volume growth rate	%	2	1
1 year value growth rate	%	7	7
1 year unit value growth rate	%	4	6
5 year volume CAGR	% pa	-1	1
5 year value CAGR	% pa	-5	3
5 year unit value CAGR	% pa	-4	2
<b>Container type (by volume)</b>			
Glass bottle	% share	49	44
Bulk	% share	51	55
Soft-pack	% share	0	1
Alternative packaging	% share	0	0.1
<b>Colour (by volume)</b>			
Red	% share	51	61
White	% share	49	39
<b>Price points (by volume)</b>			
\$A2.49/L and under	% share	53	58
\$A2.50/L to \$A4.99/L	% share	43	30
\$A5.00/L to \$A7.49/L	% share	4	6
\$A7.50/L to \$A9.99/L	% share	0	2
\$A10.00/L and over	% share	0	4
<b>Top 5 varietal label claims on bottles (by volume)</b>			
Chardonnay and Chardonnay blends	% share	25	15
Shiraz and Shiraz blends	% share	21	35
Cabernet Sauvignon and Cabernet Sauvignon blends	% share	14	18
Merlot and Merlot blends	% share	11	8
Sauvignon Blanc and Sauvignon Blanc blends	% share	7.4	3
No varietal label claim	% share	12	9
<b>Top 5 regional label claims on bottles (by volume)</b>			
South Eastern Australia and South Eastern Australia blends	% share	65	51
South Australia and South Australia blends	% share	5	13
McLaren Vale and McLaren Vale blends	% share	1	2.3
Adelaide Hills and Adelaide Hills blends	% share	1	1
Central Ranges and Central Ranges blends	% share	1	0
No regional label claim	% share	22	20



#### NOTES & DEFINITIONS

Prepared: January 2017, updated quarterly

Based on data compiled from the Wine Australia Wine Export Approval System.

Average Value (\$AUD) calculated on FOB value. Free on Board (FOB) value includes production and other costs up until placement on international carrier but excludes international insurance and transport costs.

Data is based on wine shipped from Australia to the country of destination - in some instances, wine is then trans-shipped to other countries for consumption.

% share by colour is based on shipments of still wine only.

**Disclaimer:** While Wine Australia makes every effort to ensure the accuracy and currency of information within this report, we accept no responsibility for information, which may later prove to be misrepresented or inaccurate, or reliance placed on that information by readers.

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