

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Malbec

Variety	Malbec
Colour	Red

Plantings

Source: ABS National Vineyard Survey 2015	Malbec	All varieties
Area planted in Australia (hectares)	562	135,133
Percentage of total area	0.4%	
Percentage of red varieties	0.6%	

Crush

Source: National Vintage Survey 2020	Malbec	All varieties
Tonnes crushed in 2020	3,691	1,520,608
Percentage of total crush	0.2%	
Percentage of red crush	0.4%	

Top five regions % of total crush	Malbec	All varieties
Riverina	22%	20%
Riverland	15%	34%
Murray Darling - Swan Hill NSW	14%	9%
Murray Darling - Swan Hill VIC	12%	12%
Langhorne Creek	6%	2%
Others	30%	24%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Malbec	All varieties
Export volume ('000 litres)	2,383	729,712
Export value (\$'000 FOB)	5,965	2,839,993
Share of export volume	0.3%	
Share of export value	0.2%	

Label claim exports (packaged only)	Malbec and Malbec blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	291	332,592
Change in volume from 2018-19	↓ -34%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	1,696	2,321,680
Average value per litre	\$5.84	\$6.98

Top five export destinations and share of exports by value	Malbec and Malbec blends	All packaged wine exports
UK	54%	7%
China mainland	15%	45%
Sweden	7%	1%
New Zealand	6%	3%
USA	5%	15%
Others	12%	29%

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

- Malbec
- Malbec, Shiraz, Durif
- Malbec, Cabernet
- Malbec, Petit Verdot, Merlot
- Malbec, Cabernet Sauvignon

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