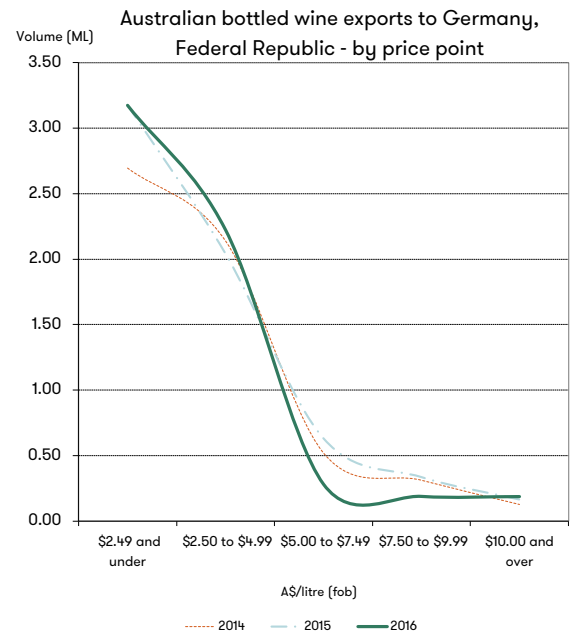
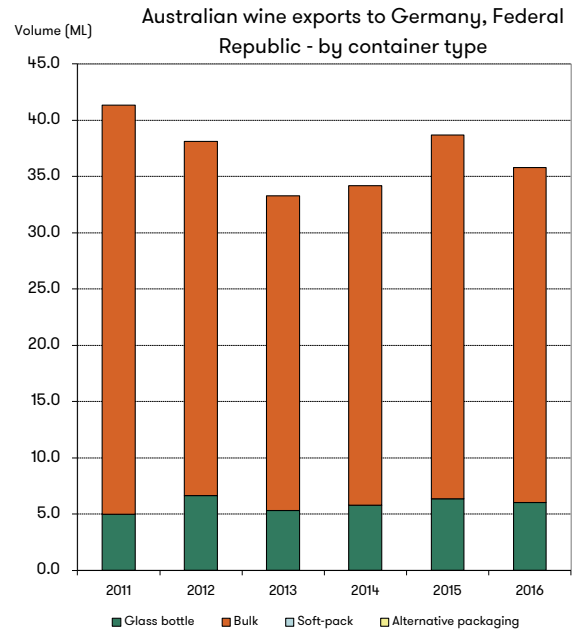


AUSTRALIAN WINE EXPORT MARKET SNAPSHOT - GERMANY, FEDERAL REPUBLIC - year ended December 2016

Key Statistics

	GERMANY, FEDERAL REPUBLIC		World	
Size				
Volume	ML	36	750	
Value	A\$M (fob)	45	2 220	
Unit value	A\$/litre (fob)	1.27	2.96	
Share of Australian export volume	%	5	100	
Share of Australian export value	%	2	100	
Growth				
1 year volume growth rate	%	-7	1	
1 year value growth rate	%	-10	7	
1 year unit value growth rate	%	-3	6	
5 year volume CAGR	% pa	-3	1	
5 year value CAGR	% pa	-3	3	
5 year unit value CAGR	% pa	0	2	
Container type (by volume)				
Glass bottle	% share	17	44	
Bulk	% share	83	55	
Soft-pack	% share	0	1	
Alternative packaging	% share	0	0.1	
Colour (by volume)				
Red	% share	53	61	
White	% share	47	39	
Price points (by volume)				
\$A2.49/L and under	% share	92	58	
\$A2.50/L to \$A4.99/L	% share	6	30	
\$A5.00/L to \$A7.49/L	% share	1	6	
\$A7.50/L to \$A9.99/L	% share	1	2	
\$A10.00/L and over	% share	1	4	
Top 5 varietal label claims on bottles (by volume)				
Shiraz and Shiraz blends	% share	61	35	
Chardonnay and Chardonnay blends	% share	19	15	
Cabernet Sauvignon and Cabernet Sauvignon blends	% share	9	18	
Merlot and Merlot blends	% share	3	8	
Grenache and Grenache blends	% share	0.3	1	
No varietal label claim	% share	6	9	
Top 5 regional label claims on bottles (by volume)				
South Eastern Australia and South Eastern Australia blends	% share	75	51	
South Australia and South Australia blends	% share	5	13	
Swan Hill - VIC and Swan Hill - VIC blends	% share	3	0.1	
McLaren Vale and McLaren Vale blends	% share	1	2	
Langhorne Creek and Langhorne Creek blends	% share	1	1	
No regional label claim	% share	11	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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