

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Viognier

Variety	Viognier
Colour	White

Plantings

Source: ABS National Vineyard Survey 2015	Viognier	All varieties
Area planted in Australia (hectares)	765	135,133
Percentage of total area	0.6%	
Percentage of white varieties	1.6%	

Crush

Source: National Vintage Survey 2020	Viognier	All varieties
Tonnes crushed in 2020	5,526	1,520,608
Percentage of total crush	0.4%	
Percentage of white crush	0.8%	

Top five regions % of total crush

	Viognier	All varieties
Riverland	42%	34%
Riverina	28%	20%
Murray Darling - Swan Hill VIC	7%	12%
Barossa Valley	4%	2%
McLaren Vale	3%	2%
Others	15%	31%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Viognier	All varieties
Export volume ('000 litres)	1,515	729,712
Export value (\$'000 FOB)	7,277	2,839,993
Share of export volume	0.2%	
Share of export value	0.3%	

Label claim exports (packaged only)

	Viognier and Viognier blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	945	332,592
Change in volume from 2018-19	↓ -18%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	5,912	2,321,680
Average value per litre	\$6.26	\$6.98

Top five export destinations and share of exports by value

	Viognier and Viognier blends	All packaged wine exports
UK	38%	7%
USA	23%	15%
Canada	18%	7%
China mainland	6%	45%
Netherlands	2%	1%
Others	13%	25%

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

Viognier
Viognier, Marsanne
Viognier, Riesling
Viognier, Chardonnay, Semillon, Riesling, Sauvignon Blanc
Viognier, Sauvignon Blanc, Pinot Gris, Semillon

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